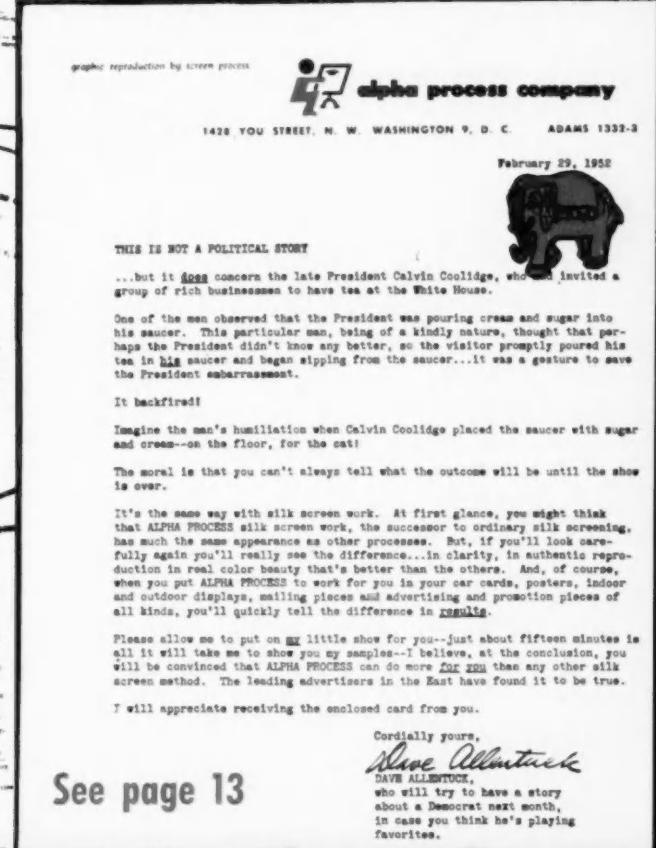
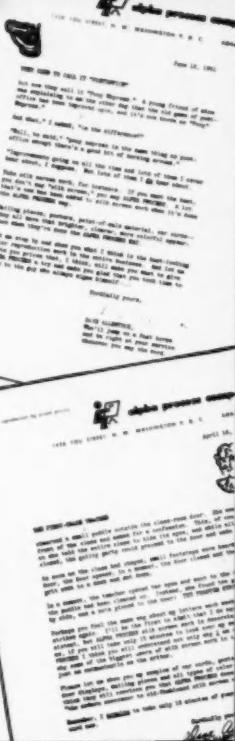


The REPORTER

of Direct Mail Advertising



See page 13

4

mailings
a year...

or two or six

For More Returns

Keep fresh. Vary the size and shape of your envelopes.

Don't Dull Your Personality

New envelope format and layout help you spark your mailing. At TRiangle 5-6285 (Extension 18) you'll find Cupples creative department.

There's No Cost or Obligation

To look at their Reply-Reapers . . . smart ideas on envelope color, design, texture . . . Cupples "Personalized" envelopes get opened.

Your first step towards swelling returns

Let Cupples work for you and four mailings a year or two or six, you'll pull more replies at lower cost.

S. Cupples
envelope co., inc.

360 Furman Street • Brooklyn 2, New York

BOSTON

WASHINGTON

PHILADELPHIA



The Reporter of DIRECT MAIL ADVERTISING

Address all mail to

Editorial and Business Offices

53 Hilton Ave., Garden City, N. Y.

Phone GARden City 7-1837

Volume 15

Number 4

The Reporter of Direct Mail Advertising is published monthly by Henry Hoke, publisher, at Garden City, New York. Subscription price is \$6.00 a year. Re-entered as second class matter at Post Office at Garden City, New York, under the act of March 3, 1897. Copyright 1952, by Henry Hoke.

Henry Hoke, Editor and Publisher

M. L. Strutzenberg, Circulation Mgr.

Henry Hoke, Jr., Advertising Mgr.

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THE ONLY MAGAZINE DEVOTED EXCLUSIVELY TO DIRECT MAIL

The Reporter is independently owned and operated. But in addition to thousands of regular subscribers, all Members of the Direct Mail Advertising Association receive The Reporter as part of the Association service. A portion of their annual dues pays for the subscription.



Your price lists, bulletins and other mimeographed mailings will be sharp and easy to read when you put them on Hammermill Mimeo-Bond. This outstanding paper comes in white and seven distinctive colors, on each of which you can produce 5,000 or more clean, legible copies from a single stencil.

Send the coupon for an up-to-date sample book. We'll include the helpful Hammermill idea book, "Better Stencil Copies." They're free!

You can obtain business printing on Hammermill papers wherever you see this shield on a printer's window. Let the Guild sign be your guide to printing satisfaction.



HAMMERMILL MIMEO-BOND

HAMMERMILL MIMEOGRAPH PAPER



LOOK FOR THE WATERMARK...IT IS
HAMMERMILL'S WORD OF HONOR TO THE PUBLIC

Hammermill Paper Company
1621 East Lake Road, Erie 6, Pennsylvania

Please send me — FREE — the sample book of Hammermill Mimeo-Bond and a copy of "Better Stencil Copies" to help me get the best out of my stencil duplicating equipment.

Name _____

Position _____

(Please attach to, or write on, your business letterhead.)

TR-AUG

**Here's what
users report about
Bunn Package
Tying Machines**



"**4 times faster . . .** than the machine methods we had been using. With Bunn equipment, our operators now average 25 to 35 packages tied per minute — that's 50 to 70 double-wraps and ties with about 50 pieces of mail per package. With this kind of production, it's no wonder that, since 1945, we've ordered only Bunn machines for our package tying."

John P. Stanaits,
Secretary-Treasurer,
International Mailers, Inc.
(Chicago, Ill. mailing firm)

How about you?

If the human hand has any part in your package tying operation there's a good chance than Bunn machines can make improvements like those here described. To find out, accept our offer of a machine on trial.

Send for FREE Bulletin 100.

Store to give you money-saving ideas for it lists over 50 types of packages of varying sizes and shapes to which Bunn machines adjust automatically. Write address below.



1907—in our 45th year—1952

BUNN
the original package tying machine

B. H. BUNN COMPANY, DEPT. R-B.
7606 VINCENNES AVE., CHICAGO 20, ILLINOIS

SHORT NOTES DEPARTMENT

□ **BLAME IT ON THE HEAT** Department. Somewhere along the line someone pulled a boner in the July Reporter. In reporting and illustrating George Head's description of National Cash Register Company's direct mail campaign . . . two cuts were transposed. For those who keep a file . . . note that illustration at bottom of first column on page 18 should be at top of first column on page 19. And vice versa. Captions should remain as is.



□ **ANOTHER CORRECTION.** A few people questioned part of our advice in the April issue . . . "How to Think About Production and Mailing." The part concerned with using window envelopes without glassine protection. Thought we had made point clear. You save time and money by using the open type if you must ship enclosed pieces to another location for machine addressing and mailing. Addressing can be done through open window onto enclosure inside. But it's true in most cases that open windows (especially if large) cause complications. Inserting operation more difficult . . . and windows liable to be torn when put through metering or cancelling machine and in the sorting processes of post office. Best rule . . . use your best judgment in deciding what is most practicable for your needs. Lean on the advice of your envelope supplier.



□ **Congratulations** to the Association of Better Business Bureaus, Inc., 405 Lexington Ave., New York 17, N. Y. for inaugurating a campaign to combat "twilight zone" advertising. By "twilight zone" they mean advertising which is "not quite false" but still does not "come clear with the truth." The 93 BBB's in U. S. and Canada will initiate the organization of local review boards to examine deceptive areas of advertising and to seek appropriate correction. Types of advertising to come under the scrutiny of the boards will include the use of indefinite comparatives, super-superiority claims, bait advertising, tricky layouts, and ad-

vertising which may not be legally provable of misrepresentation but which tests the public's credulity and insults its intelligence. At the ABBB's 38th Annual Conference at Swampscott, Mass. (where new plan was originated), John R. Buckley, publisher of Good Housekeeping, said: "Advertising cannot afford to wait until these bad advertisements again overshadow the good ones. The time when we should roll up our sleeves and eliminate the new crop of weeds is now." Elton G. Borton, president of the Advertising Federation of America, added that he had "never seen such a tidal wave of protest and opinion. All of us in advertising should cooperate in this effort. If advertising cannot police itself, we will face increased demands for government supervision or control."



□ **THE PEN MUST BE MIGHTIER** than the sword . . . according to the following statistics: "In a combat infantry division of the United States Army there are 372 typewriters. This in comparison with 72 artillery howitzers, 160 mortars, 183 tanks and armored cars, 120 recoilless rifles and 18 aircraft makes it look like the old battle cry should now be sounded, 'Don't fire till you see the right-hand margin.'" Figures were supplied by Frank Wertheim of Abbeon Supply Co., 179-15 Jamaica Ave., Jamaica, N. Y. who was a PFC in Marines before he began using direct mail to sell his merchandise.



□ **BACON'S PUBLICITY CHECKER** should find ready acceptance in every public relations department. The 192-page, 6 x 9½ inch, fabricoid, spiral bound book (price \$10) lists 2,272 business papers, consumer publications and farm papers . . . first alphabetically and then by 99 market groups. Gives address, name of editor, frequency and date of issue, circulation and publisher. Space opposite each listing for keeping record of releases. A 20-page concluding discussion furnishes a practical outline of how to handle editorial publicity . . . with down-to-earth details on the preparation of press releases and illustra-

MAIL YOUR ENTRY TODAY

YOU STILL HAVE TIME TO ENTER DMAA THE 1952 BEST OF INDUSTRY DIRECT MAIL CONTEST

- **BEST OF INDUSTRY AWARDS**—Out of all entries submitted, one campaign in each class of business will be selected for the Best of Industry Awards. The Winner in each classification will receive an attractive, highly-prized DMAA Certificate, carrying with it national recognition of outstanding achievement. In addition, there will be a "Best Of All Industry" Grand Award, which will be the one campaign that in the opinion of the judges is outstanding among all entries in all classifications.
- **RECOGNITION OF PRODUCERS**—Special Certificates of Awards will be given to all Producers who are recognized by the Winning Advertisers as having played an important part in the production of such winning campaigns. Producers may, of course, enter their own campaigns as Users of Direct Mail.
- **RECOGNITION THROUGH DISPLAY**—All winning Campaigns will be prominently displayed by, and discussed in, local Direct Advertising meetings in all important cities throughout the United States and Canada during the latter part of this year and 1953, and at Advertising Clubs and Exhibits. They will then be placed for permanent display at leading universities and colleges selected by the Board of Governors. All winning campaigns will also become a permanent part of the Direct Mail Advertising Association's Research Library.
- **DECIDE NOW**—Enter your campaign for Best of Industry Awards this year. If you win you will receive an impressive, inscribed Certificate which is awarded to those submitting prize-winning portfolios. Return your entry coupon today to DMAA Headquarters.
- **BEST OF INDUSTRY AWARDS** for most effective Direct Mail produced between September 1, 1951 and August 31, 1952.
- **OPEN TO ALL** users of any type Direct Mail and Mail Order. No restrictions on size, type, purpose or classification of mailings. Membership in the Direct Mail Advertising Association is *not* a requisite.
- **AUGUST 29** is the closing date for entry in this contest. Portfolios must reach Headquarters by this date.
- **SIGN AND RETURN the ENTRY COUPON TODAY!**
- **INSTRUCTIONS AND SUGGESTIONS SHEET** will be sent to you immediately upon receipt of entry coupon. Follow these instructions carefully . . . then ship your entry portfolio early enough to reach headquarters on or before August 29th.
- **ANNOUNCEMENT OF WINNERS** will be made during the opening session of the DMAA 35th Annual Conference in Washington D.C., at the Shoreham Hotel, October 8, 9 and 10, 1952. You won't want to miss a minute of it. Winners will be notified in advance so that they may be present.
- **NO LIMITATIONS ON FORM OR PURPOSE** Whether Direct Mail or Mail Order—single piece or extensive campaign—any process of production—printed promotion for any purpose . . . All are eligible for entry in this Contest. Any Direct Mail or Mail Order material produced between September 1, 1951 and August 31, 1952, is acceptable for entry.
- **RECOGNITION OF THE "BEST OF INDUSTRY"** will be given to those whose campaigns are selected by the Board of Judges. YOU fit in there somewhere. So don't judge your own efforts. Send them in and let an impartial Board of Judges decide the merit of your Printed Promotion. All material held in strictest confidence.

DMAA • ENTRY COUPON 1952 BEST OF INDUSTRY

We wish to enter the **BEST OF INDUSTRY DIRECT MAIL CONTEST**. Please rush instructions. We understand there is an entry fee of \$15.00 bill us later check enclosed

Our entry portfolio will be submitted before the Contest closing date, Friday, August 29, 1952.

Company whose
campaign is being
submitted

Nature of business

Street

Zone

Zone

City

State

State

Individual
and position

Nature of business

Street

City

Individual

and position

(Please furnish all information requested above. If your campaign wins, this information will be included in press releases publicizing the winners.)



call
SLOVES
for
FREE
IDEAS

portfolios
sales kits
easel binders
merchandise-
presentations

Algonquin 5-2552

Fastest Service
In Town

SLOVES
MECHANICAL BINDING
CO., INC.
601 West 26th St. N.Y. 1

Genuine GLOSSY PHOTO PRINTS
Perfect for ADVERTISING,
PUBLICITY, PROMOTION!

Many Leading Agencies &
Advertisers use Our Service

	per 100	per 100	1000 or more
2½ x 3½	2¢ ea.	1½¢ ea.	1¢ ea.
3½ x 4½	2½¢ ea.	2¢ ea.	1½¢ ea.
4 x 5	3¢ ea.	2½¢ ea.	2¢ ea.

Every detail and highlight of your product faithfully reproduced in our life-like prints! All prints made with white border on back. Greatly valuable for enlarging paper by new method—using high quality photo paper.

1 Week Service! Copy Negative from Your Photo only 75¢ Enlarge Check with Order Plus 10% for Handling, Shipping

NATIONAL PHOTO REPRODUCTIONS
New Hyde Park, N.Y.

Envelope Specialties

DIRECT MAIL COMBINE - VELOPES
ORDER-VELOPES - COMBINE-FORMS
WRITE FOR SAMPLES

THE SAWDON COMPANY, INC.
484 Lexington Ave., New York 17 N.Y.

"ADAGE MAILERS" PAY!

Now you can make monthly contacts with your customers and prospects for an little as 10¢. Postage paid ADAGE MAILERS are the most effective direct mail piece you can put in front of your prospects. They're simple, effective and economical.

Now! Effective Low Cost!

Write for FREE samples and prices.

Now you can make monthly contacts with your customers and prospects for an little as 10¢. Postage paid ADAGE MAILERS are the most effective direct mail piece you can put in front of your prospects. They're simple, effective and economical.

ADAGE COMPANY
40 E. 57th Street, New York 22, N.Y.

tions. Published by Bacon's Clipping Bureau, 343 South Dearborn St., Chicago 4, Ill. Was compiled by R. H. Bacon, who, before he started his own organization 20 years ago, was advertising manager of Fairbanks, Morse & Company and associate editor of McGraw-Hill Publishing Company.

cessful Annual Advertising Institute. This seems like an inappropriate time to drop journalism and advertising... just when the Southeast is showing remarkable economic growth. Incidentally... some college, agency or commercial organization will be lucky if they can get the displaced but live-wire Dick Joel to sign on the dotted line.

□ **NEWSPAPER STYLE** house magazines are sometimes very attractive... and can look impressive with an air of authenticity. "Southern Counties Gas News" is a good example. Published every other week by Southern Counties Gas Co., 810 South Flower St., Los Angeles 14, Calif. Warren Clutterbuck, Editor. Six pages 9 1/4 x 12 1/4 inches. Styled exactly like a newspaper with four columns to a page. We like the way pictorial stories are handled... and how division news is handled in short note fashion in small type. Well done.

□ **THE POST OFFICE DEPARTMENT** has taken a terrific verbal beating in articles appearing in many newspapers and magazines. But some of the stories were exaggerated; some were entirely untrue. There are two sides to every question. So this reporter enjoyed reading the very frank and down-to-earth talk made by Postmaster General Jesse Donaldson at the Annual Convention of the Ohio Chapter of the National Association of Postmasters, Columbus, Ohio, on Monday evening, June 2, 1952. Under four heads—(1) fiscal conditions, (2) operating costs, (3) postal rates, and (4) criticism of the service—he outlined the headaches faced by one of the world's biggest businesses. We could argue a few points on number (3), but (4) is most informative. For those interested in getting a better picture of both sides of the argument... we suggest you write to Mr. Donaldson's office and ask for a copy of the talk. Maybe what we need most is... a direct mail committee to sit down with the Postmaster General and to discuss frankly mutual problems and misunderstandings.

□ **POPULAR MECHANICS MAGAZINE**, 200 East Ontario St., Chicago 11, Ill. is starting an interesting experiment. Beginning with September 1952 issue there will be a new retail mail order shopping section... with all advertisements set in editorial style and restricted to specified size, but with three types of layout. We liked the announcement which described the sound but necessarily hard-boiled rules for determining acceptability of advertisers. Write to Ad Manager Clover L. Perkins for a copy of this announcement. Worth reading. Idea has many possibilities for mail order operators who want to reach out for new names.

□ **BREVITY** is the keynote in a new advertising program of the G. Krueger Brewing Company, 75 Belmont Avenue, Newark, N. J. Maybe it will start a trend in the right direction. Future scheduled advertisements will feature one-word, eye-stopper headings, such as: Hot, Now, Taste. After the long-winded, excess verbiage of the political campaigns... we might all get more attention for our advertising messages by being brief.

□ **BIG TYPE** is certainly a welcome relief in these days when we all have too much to read and most of it (in magazines and newspapers) is set in too small type. It may be worth trying in one of your informative mailings. We were impressed by a twelve-page, 10 1/2 x 14 inch "booklet" mailed by Green Giant Company, Le Sueur, Minn. to grocers and food wholesalers. A sales editorial by Vice President and Ad Man Ward H. Patton, titled "The New Personality Factor in Selling." Although not closely concerned with moving canned goods off grocer's shelves... we read every word in a few minutes. Entire copy set in 24 pt. Century in lines of 8 1/2 inches width. Most crowded page had only 18 lines. Try to get a sample from Ward Patton... for one of fine examples of easy readability. A good message, too.

□ **SHOWING YOUR PROSPECT** how to make use of, or profit by, the product you sell... is always a good

selling technique. We like the way Don Thompson does it month after month. Don is the major-domo of Arthur Thompson & Company, 109 Market Place, Baltimore 2, Md., manufacturers of some of the best standardized, seasonal, topical letterheads in the world. These letterheads are sold to lettershops and printers for resale to their customers after imprinting letter, processing, etc. Each month Don sends a bulletin to these resellers with selling ideas for a period two or three months in the future. Attached to bulletin is a sample of a seasonal letterhead with suggested copy for a specified line of business. For example, June letter gave letterhead and copy for a retailer to use in selling back-to-school clothes for children. All copy and art suggestions are sound. And the idea is sound because every mailing gets more business for the Thompson Company by showing the printer or lettershop how to develop more business by showing his customer or prospect how to go after more business. A helping-hand cycle. No wonder Don Thompson looks so happy at direct mail conventions.



SPECIAL NOTE to all our friends who have sent us samples of literature advertising pornographic pictures... and who have wondered what could be done about it. You won't be getting any more of those gaudy sexy sketches and dripping descriptions from North Hollywood, Calif. On July 17 the Post Office Department issued an "unlawful" order against R. J. Ross, or Roy Ross, or Roy Ross Company. That puts him out of business. He can no longer receive any mail. But he'll probably pop up some place else under another name. Why these people think they can get away with law violations... is beyond us. The postal inspectors eventually get their man.



CONTINUE to send to The Reporter your nominations for the screwiest direct mail pieces of the year. We cannot mention them all... but the file is good for a laugh on a gloomy day. Seems to be a rash of crackpot ideas lately. If you want to see absolutely the worst... write to Box 3152, Los Angeles 12, Calif. and ask for four-page bulletin describing a world-wide purchasing and counselling service. The circle and dot is only name given. Promoter offers practically everything, including the organization of a private mail carrying system which will be more efficient than the Government. Charges for "services" are fixed at four cents a minute. You'll need a magnifying glass to read greatest amount of boloney ever conceived. Other close runners-up this

Picture of
with an
IDEA!

Pretty clever lad,
that Jurgenson. (That's
him on the southeast end
of the see-saw). Leave it to
him to come up with the exactly right
idea that can make a tough problem
easy as fallin' off a log... or balancing
an elephant, as the case may be.
Even at that, "Jurg" is no different
than the rest of the gang at Garden
City. They're all envelope experts!
Got a tough problem? Need a new, different,
off-the-beaten-path idea? Need terrific service, in a
terrific hurry? Just call G. C. It's as easy as that!

SPECIALISTS IN ENVELOPES AND OUTSTANDING SERVICE

CORRESPONDENCE & SOCIAL REMITTANCE
POSTAGE SAVER & WINDOW OPEN SIDE BOOKLET
AIR MAIL & BUSINESS REPLY OPEN END CATALOG
SPECIAL RETURNS OFFICE USES & MAILING

These are but a few of the many envelope and envelope products available to you.



GARDEN CITY ENVELOPE COMPANY

3001 N. ROCKWELL ST. • CHICAGO 18, ILLINOIS • PHONE CONNELIA 7-3600

ASK US . . .

WHY we continuously get lettershop work (mail processing) from the four corners of the country, even tho' we're way down here in the hills of Tennessee. Go ahead and ask us. We'll give you a brief and very interesting answer . . .

'Dan' Shone - ALLIED AGENCIES

1202 Bernard Street, KNOXVILLE, TENN.
Phone 4-3116

As Your Mailing List Broker

HERE'S WHAT GEORGE R. BRYANT WILL DO FOR YOU

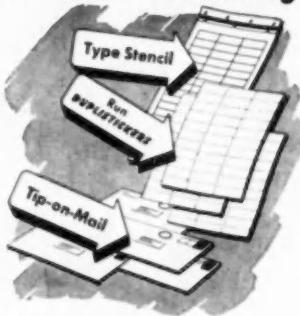
- ✓ Make **custom** consumer direct mail list selections for **your** offers
- ✓ Use mailer-owner direct mail and mail order experience for **you**
- ✓ Give practical understanding to **your** individual problems
- ✓ Speed service for you from New York, Chicago or Los Angeles offices
- ✓ Obtain revenue for you through **careful** rental of your lists

YOU CAN REACH US AT GEORGE R. BRYANT COMPANY

CHICAGO . . . 75 East Wacker Drive, Chicago 1 • STATE 2-3686
NEW YORK . . . 595 Madison Avenue, New York 22 • MURRAY HILL 8-2652
LOS ANGELES . . . 122 East 7 Street, Los Angeles 14 • VANDYKE 9868

Member National Council of Mailing List Brokers

DUPLISTICKERS. for EASY Addressing



DUPLISTICKERS make your duplicator an addressing machine. You can also type up to 4 copies in your typewriter. Package of 25 letter-size sheets (825 labels) 60¢ at Stationery stores.

Write today for FREE sample package

EUREKA SPECIALTY PRINTING CO.
558 ELECTRIC ST., SCRANTON 9, PA.

DUPLISTICKERS
are made only by *Eureka*

HERE'S A REAL
OPPORTUNITY IN

DALLAS

FOR SOMEONE
WHO KNOWS
DIRECT MAIL

The owner of a plumbing and heating supply house — wholesale and retail — is looking for a man or woman to take charge of his direct mail department. It's a creative position with unlimited possibilities for advancement. This 35 year old Texas firm needs experience and is willing to pay for it. At the disposal of the direct mail department is a complete production plant . . . multilith, folder, graphotype, addressograph, lists on plates . . . a complete set-up. If you'd like an unusual opportunity to help build a new sales high for this company, write Box 42, The Reporter, Garden City, New York. Tell us all about yourself and particularly what you've done for others.

month are (1) a Cultural Club and (2) a Hobby Club which offer the dandiest assortment of tentative services.



□ CAN ANYONE SUGGEST a better standard definition of Direct Mail Advertising? A few people think The Reporter should carry a clear-cut definition in every issue. The one used by the Direct Mail Advertising Association for nearly twenty years is a little cumbersome: "Direct Advertising (or Direct Mail) is a vehicle for transmitting an advertiser's message in permanent written, printed or processed form, by controlled distribution direct to select individuals." Who can come up with a better one?



□ THE AIR TRANSPORT ASSOCIATION has a new free booklet that tells how and when to use air parcel post and air mail. Write to M. F. Redfern at Association headquarters, 1107 Sixteenth St., N. W., Washington 6, D. C. Ask for "How Well Do You Know Your Flying Mailman?"



□ GROUP MAILINGS have never proved very successful. That is, putting advertising circulars of various companies in one envelope. But we've noticed several efforts to revive the idea for community type mailings in order to counteract increased third class rate. Individual advertisers are charged only 1½¢ per name. We'll keep our eyes on the experiment . . . and will report later. But we're not optimistic.



□ THE CHAMBER OF COMMERCE of the United States issues a monthly newsletter on advertising. The June 1952 issue (four pages, Number 59) was devoted entirely to direct mail. Well done. Copies are available for redistribution (in quantities of 50 or more) at 2¢ each. Yearly subscription to the bulletin is one dollar. Write to Kenneth Chernin of Committee on Advertising at Chamber headquarters, Washington 6, D. C.



□ SEVERAL INQUIRIES have come to us from troubled advertising managers trying to make up their budget estimates for next year. Especially those with large house magazine lists. "Will there be another third class postage hike next year? How can we be sure that our budget estimates for mailing costs will be right for 1953?" Hard ques-

tions to answer. No one knows for sure. Post Office wants an increase. But there may be a new Postmaster General. There will be another administration and Congress. It will take time for the wheels to start on a new postal bill. Then hearings, arguments. Right now we cannot see any increase that could be effective during 1953. But if you want to play safe . . . put in an emergency budget provision to take care of unexpected increase in mailing costs during last third or quarter of 1953. And then we'll all hope for the best.



□ EXIE TOMLINSON managed to get a "new look" in a recent mailing for Newsweek. Envelope was solid red except for window and reverse caption under corner card: "So you think you're NOT in the red!" First page of letter: white on left half; solid red on right. Multigraphed copy running from white to red background tied in well with the sales pitch.



□ DIRECT MAIL FOLKS are still being plagued by crackpots who use other people's business reply envelopes to return anonymous material. Sometimes religious or propaganda tracts . . . occasionally scurrilous stuff. One of our friends has had 25 such mailings from same area in past year. Can't trace source. We've told him now to code his return envelopes going to that particular area so that no one can detect the presence of coding. Don't want to reveal this code publicly . . . but if any of you want to know, write us. You should be able to dope it out from "razor blade" or "pen point" patterns. If you can get definite proof . . . Post Office inspectors take prompt action. As they did on a St. Louis case a few months ago.



□ 100 MAGAZINES now include a mail order shopping section. Whole idea has grown tremendously in last few years. A complete list of these magazines, with data on coverage, content, etc. is now available for \$7.50 per copy from H. K. Simon Advertising 48 Fifth Ave., Pelham 65, N. Y.



□ QUITE A SCRAP going on in the courts over who owns what patents in the fluorescent color field . . . for printing inks, paper stock, etc. Seems like we heard some place that the Chinese or Egyptians, or somebody, knew about or used "glowing colors" some two thousand years ago. But we'll wait and see what the courts decide.

LITHOGRAPHERS NATIONAL ASSN. has selected Chicago's Edgewater Beach Hotel for their 48th Annual Convention. Will be held during the week of June 14, 1953. The 1953 Conventions of the Mail Advertising Service Assn. and the Direct Mail Advertising Assn. will be in Detroit. Dates will be announced later.



NEW POSTAGE RATE CHART has been issued by The Davis Press, Inc., 44 Portland St., Worcester 8, Mass. Brings everything up to date as of July 1, 1952. Wall type. Well done. Ask for a copy.



FROM SCOTLAND during July came an unusual form letter addressed to an unknown number of American business executives. Signed by James Barclay of Chivas Bros. Ltd., 13 King St., Aberdeen, Scotland. Well written letter extolled delights of Chivas Regal 100% Scotch Whiskey. Asked recipients to request it at their provisioner's. The fellow who sent us a sample wondered how he got on the list . . . because he happens to be teetotaler. But it was a clever mailing. However, here's a note to our foreign friends (with different language) who try to get business in U.S.A. Don't mail catalogues (such as a recent one from Germany) without translation. You are wasting your shots.



PLEASE REPORT to us any additional examples of appeals which look like invoices for listing in "local business directories." Post Office has issued numerous fraud orders . . . but new ones keep cropping up in other cities. It is now suspected that two people (a man and a woman) are the instigators behind whole racket. They are under investigation. Operate under different names in each city. When closed up . . . start all over again. But what happens to all the money collected from the unwary suckers?



WHO WANTS to take over a government publication on a commercial basis? Write to H. B. McCoy, director of the Office of Industry & Commerce, Department of Commerce, Washington, D. C. for details. He wants to unload the annual 50-page edition of "Special Days, Weeks & Months," which is intended to help business people coordinate their advertising and promotional plans with special events. The 1952 edition listed some 400 such celebrations as Odorless Decoration Week, National Crochet Week, National Kraut and Frankfurter Week, Leave us Alone Week

FROM AUTO-TYPIST FILES:

Let Ewald Mayer tell you...

"Direct Mail Results Up 300%"

with Auto-typist



Sales Mgr.,
Safeguard Corp.,
Lansdale, Pa.

"The Auto-typist has saved us a great deal of available typing time," says Mr. Mayer. "Our payroll is unchanged, but the volume of letters sent out has been vastly increased."

Also: "Our direct mailing results increased three times over our mailings without the Auto-typist!"



Auto-typist

Models To Meet Every Requirement



Model 5030

Operates any typewriter. Permits pushbutton choice of 5-20 different letters.



Model 5100

For smaller office. Automatic operation of any electric typewriter.

Solves Steno Shortages

Here's how! Transfer all your routine correspondence to perforated Auto-typist rolls . . . let your Auto-typist automatically process each outgoing letter, retaining all the attention-getting qualities of an individually dictated and typed message. Sound easy? It is, and fast, too . . . one girl with Auto-typist equipment can turn out as many as 500 letters a day! Better find out about Auto-typist today.

**Mail this
Coupon today**

for free Auto-typist literature and full information on the Auto-typist line.

AMERICAN AUTOMATIC TYPEWRITER COMPANY
614 North Carpenter Street, Dept. 28
Chicago 22, Illinois

Name _____

Firm _____

Address _____

City _____

Zone _____ State _____

(to give the people a week of rest to do as they please) and National Popcorn Week. Sales of document now average about 15,000 per year.



□ HERE IS SOMETHING you might like to have. Especially if you are interested in foreign business. A new directory has just been published... of overseas newspapers and periodicals. Write to H. R. Vaughan of the Publishing & Distributing Co., Ltd., 167 Strand, London W. C. 2, England for 32-page, 6 x 9 inch first edition. It lists all of the publications published in

countries other than England and the U. S. Gives circulation, format and advertising cost details. The P&DC act as agents in contacting all the listed publications. (In certain larger countries there is a price given for a complete directory.) A worthy undertaking. Same company also publishes a price list of the available commercial directories in all foreign countries.



□ COMMUNITY AND STATE BOOKLETS seem to be getting better. If you would like to see a beautiful example, write to Charles N. Plowden,



□ HOUSE MAGAZINES get a spectacular presentation in a new book just issued by the Gebbie Press, 19 East 48 Street, New York, N. Y. It's a 190-page, 8½ x 11 public relations study, titled "The Nation's Leading House Magazines." It describes more than 1400 major company publications and shows a front cover illustration of most of them. Three separate listings—by company, by title and geographically. Each publication described in detail. Editor's name; editorial policy; and purpose. With many carrying statements by the editors. As a management research source... it's worth every cent of the \$20 charge per copy. Incidentally, President Con Gebbie has also established a house magazine library at company headquarters. More than 3000 publications are on display or in files. Have a combined circulation of more than a hundred million. Visitors are welcome to the library.

director of South Carolina Research, Planning & Development Board, Columbia, S. C. Ask for the 28-page, 9¾ x 6½ inch, colorful booklet, titled "Nothin' Could be Finer Than to See South Carolina." Well written and pictorially perfect. Thanks to the Chillicothe Paper Corp. for telling us about it... although they were simply trying to show the reproduction effects possible with Adena Offset paper.



□ THE POST OFFICE DEPT. is trying to get postal clerks acquainted with the new regulations applying to non-profit organizations who do not have to pay the new minimum rate for third class bulk. Postal Bulletin of July 24 contained a clear interpretation. A number of post offices have been refusing to accept "exception" mailings delivered to post office by lettershops or printers. Claimed they are "contractors" and must pay commercial minimum of 1½c. That is not correct. Non-profit organizations can engage lettershops or printers to do their work at a fixed service price. By "contractors" the Post Office means promoters or manufacturers who share in the returns of the mailing. Such mailings are not exempt from 1½c minimum. Better get Postal Bulletin of July 24 and read interpretation carefully.



□ DIRECT MAIL DOLLAR VOLUME for the first six months of 1952 was \$576,940,582 — a 9½% gain over same period in 1951. For June, the DMAA's estimate was \$88,120,702 — a 4½% gain over June 1951. This year's total should be well over the billion mark.



□ H. R. 5850 died in Senate Post Office Committee without action. See page 5 of July Reporter for description and comments. Intended to give Postmaster General power to act faster in cases of fraud or obscenity in the mail. Some similar bill will probably be introduced in next Congress.



□ THE CATHOLIC PRESS DIRECTORY for 1952 has just been released. Gives complete rate and data information on 136 newspapers and 341 magazines, with a combined circulation of more than seventeen million subscribers in the Catholic field. Copies are available from James F. Kane, executive secretary of the Catholic Press Association, 120 Madison Ave., New York 16, N. Y. To other than national advertisers and recognized agencies, the price is \$3.



□ GOOD GRIEF! Now there is a Movie-of-the-Month Club which is being promoted by mail from Hollywood. You can join and receive a film on approval

once a month. But you must indicate your choice of classifications. For doctors only there are "medical films". There are two classifications called family films and children's subjects. A fourth group can receive "spicy subjects" for adult enjoyment. Another case for the postal inspectors, so we won't bother to give you the address.



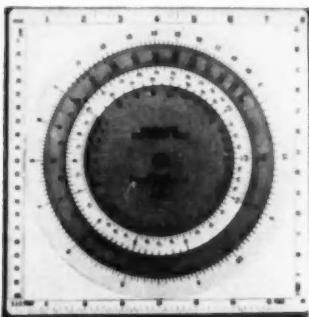
GOOD GRIEF AGAIN! There's a magazine published in Philadelphia which is irritating a lot of people. Editor sends a form letter to sales managers asking for editorial material and pictures for a forthcoming issue. Then requests permission to charge a specified sum for "reproduction charges." A low-down racket.



THE POSTAL BULLETIN for July 15 announced a new issue of the 2¢ postal card (as of July 31). Instructions to postmasters contained a caution about not ordering too many since "the comparative demand for the card is very moderate." Could it be that the Post Office is already aware that the 100% increase in rate is killing the use of the postal card?



TEDIOUS CALCULATIONS involving ratio and proportion, reduction and enlargement, and type sizes are eliminated by the "Calculaid" proportion rule developed by American Hydromath Corp., 145 West 57 Street, New York 19, N. Y. This new propor-



tion rule solves such problems at a single setting. It also incorporates a precision circular slide rule and provides both inch and pica scales along its edges. Measures 8-1/8 inch square. Made of non-flammable, non-warping "Vinylite" plastic. Price \$2.95.



JOE BARNES has moved along to another job. We've had several articles

Don't miss the boat REGISTER AND VOTE

1

IT'LL BE A
HOT ELECTION
DON'T BE LEFT OUT
VOTE ON NOV. 4th

2

LISTEN! READ!
LOOK! TALK!
ARGUE! THINK!
THEN **VOTE!**

3

REMEMBER—
YOUR VOTE WON'T
REGISTER
IF YOU DON'T

4

SEE YOU
AT THE
POLLS

5

vote as you please—but
Vote

6

IT'LL BE A
HOT
ELECTION
REGISTER AND VOTE

7

SEE YOU AT
X
THE POLLS

8

vote as you
please—but
Vote

9

in The Reporter from his sound-thinking brain... while he was ad manager for Perkins Glue Co., Lansdale, Pa. During July, Joe became executive editor of "Woodworkers Reporter," published by Cosgrove Publishing Co., Grand Rapids 2, Mich. Good luck!



BING CROSBY and Mrs. Bob Hope are swell people... but why do they let themselves (or their names) get tied up with one of the "charity drives" which is little more than a merchandise-selling scheme? The National Kids' Day Foundation of Hollywood sure crowds a lot into an envelope. Letter from Mrs. Hope; memo from Bing; coin card; donation form; stamped return envelope; guarantee slip; AND an individualized, gold-stamped, unorderd fountain pen. No matter how worthy the charity... these tricky mailings are souring the public. They should be stopped.

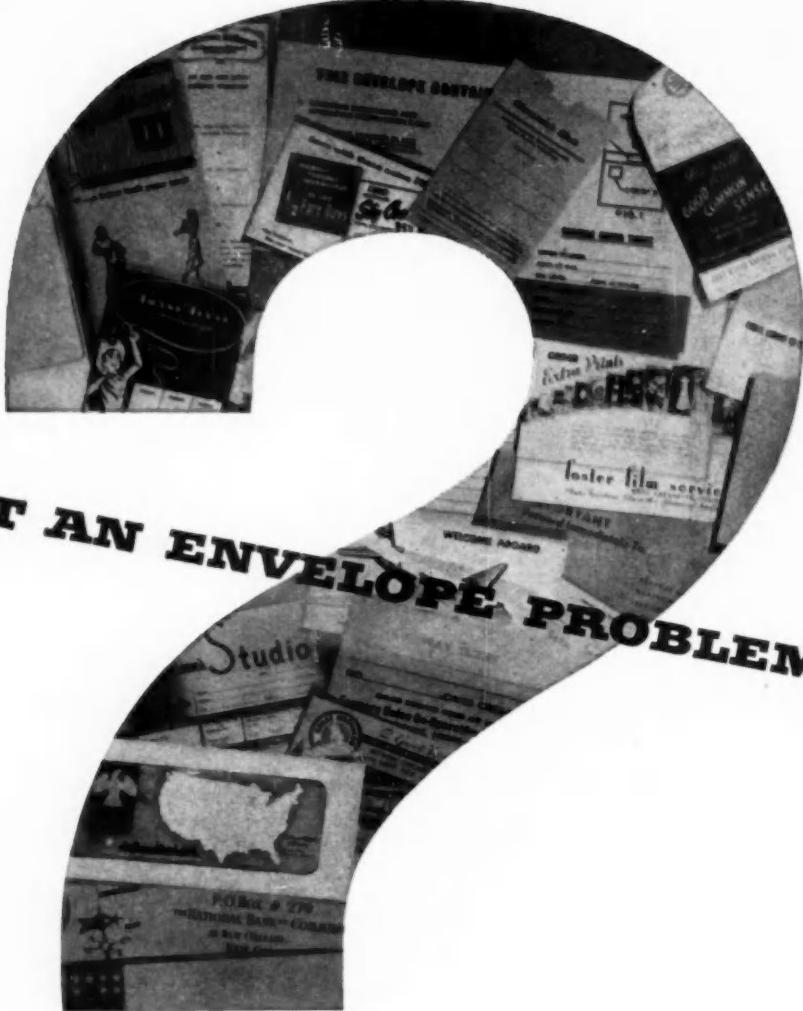


THE AMERICAN ALUMNI COUNCIL held this year's Annual Conference in Sun Valley, Idaho (July 14-17). Larry Chait of Time, Inc. took the direct mail spot occupied by this reporter last year in French Lick. Larry did a fine job with a carefully tailor-made talk on how alumni groups or association secretaries can apply the basic principles of direct mail to their work. If interested in the whole story, Larry might be able to send you a copy. Write Lawrence G. Chait, Director of List Research, at Time, Inc., Time-Life Building, Rockefeller Center, New York 20, N. Y.

▲ THE POLITICAL CONVENTIONS are over. Millions of people spent millions of hours watching television. They were not wasted hours even though a lot of business time was lost. More people have a clearer conception of politics. Let's get back to work and struggle through the hullabaloo of an election campaign. We should do it without bitterness and without making fools of ourselves. *This reporter* doesn't believe in wearing buttons. Most businessmen should not wear buttons because they are bound to have customers and friends who are on the other side of the fence. But we can all get together on a campaign to induce everyone to vote. Whether they vote like we want them to or not. So *this reporter* approves of the campaign designed by the Advertising Council which is being assisted by Pitney-Bowes, Inc. Illustrated here are nine different slug designs for your metering machine. If every company in the country used these designs during the next few months, it might have a powerful effect on getting more people to vote. You can order any one or more of the designs from Pitney-Bowes, Inc., Stamford, Conn. The price is \$10 each for the rounded electrotype which fits into the postage meter machine. You will be doing your share in making it the biggest vote in history. You will be doing your share in telling the rest of the world that Democracy works.



A FOLLOW-UP to a Short Note in the June issue. We reported how Luke Kaiser of Premier Printing & Letter Service, 620 Texas Ave., Houston 2, Texas got in trouble with the Secret (Continued on page 34)



GOT AN ENVELOPE PROBLEM?



provide the answer!

Five factories and over 100 sales representatives are equipped to handle your usual . . . and unusual . . . envelope requirements. Write us your needs today.

TENSION ENVELOPE CORPORATION

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1912 GRAND AVENUE
DES MOINES 14, IOWA

5001 SOUTHWEST AVENUE
ST. LOUIS 10, MISSOURI

129 NORTH 2ND STREET
MINNEAPOLIS 1, MINN.
19TH AND CAMPBELL STS.
KANSAS CITY 8, MISSOURI

WEEKLY CORDIAL CONTACTS

SUBSTANTIALLY INCREASED SALES

COVER STORY

An all-time record for direct mail consistency and continuity is being set in Washington, D. C. . . . the scene of the next DMAA Convention. Up to this time the creators of the project have been reluctant to talk about it. But now . . . this reporter has obtained the essential details.

The campaign is being handled (creatively) by M. Belmont Ver Standig of 1917 Eye Street, N. W., Washington 6, D. C. The client is David Allentuck of Alpha Process Company, 1428 You Street, N. W., Washington 9, D. C. . . . specialist in silk screen color process. Incidentally, Mr. Ver Standig is the advertising man who won a place in the 1951 Direct Mail Leaders for his sensational successfull nine-page-long sales letter.

More than two years ago (about 124 weeks to be exact), Dave Allentuck gave Belmont Ver Standig the go-ahead on an unusual promotion campaign. To a selected list of customers and known possible purchasers of the Alpha Process . . . a letter was mailed each week without fail. Each letter was scheduled to arrive on Wednesday morning. This has been going on now for nearly 125 weeks.

The letters are really low pressure masterpieces. Somewhat like the Jack Carr style of Cordial Contacts . . . but an entirely different tone. Wish we had room to print all the copy . . . but someday maybe Mr. Allentuck will want to reprint the entire series as a book on letters. It would be popular. The letters employ the story telling technique with the addition of an appropriate and not smart-alecky gadget. We'll give you a couple of examples . . . but that isn't the major point of the story.

The best way to tell you what has happened is to print without further comment the explanation furnished to us by the creator with the permission of his client.

Mr. Ver Standig reporting:

These letters, mailed weekly, reflect the four most desirable elements of direct mail advertising: Personality, readability, inspiration to action and friendliness. The concomitants, of course, are good humor, a sense of sharing humorous situations or vicariously participating. There is nothing "overpowering" or "dynamic" about the letters—they are merely friendly notes from Dave Allentuck, who signs himself in every instance "CORDIALLY YOURS," and, encloses a little attention getter that pertains to his opening story or illustration.

To give you an idea of the sales effect of these letters, first: Mr. Allentuck states that his sales have steadily and regularly increased since shortly after the beginning of this series of letters. Naturally, he does not wish to reveal the exact increase—but it is substantial. The most encouraging thing, in his opinion, is the increase that the letters seem to have built among sales to his present customers. As you know, the silk screen industry falls in the category of specialization, and any general effort beyond the perimeter of volume users in the field is generally regarded as wasteful. The increase, Dave Allentuck reveals, has come from present customers who give him a greater volume of business and from new customers who appeal to him for "special" jobs as a result of the letter. In a one-year period, for instance, he has personally called on more than 50 of the latter who have directly answered his letters (a return postal card is enclosed with every other letter). Evidence that the sales increase must be mainly attributable to the direct mail campaign is found in the fact that this is the only advertising Alpha Process uses other than the phone book.

The letters have had many interesting side reactions: For example, one letter contained a reference to King Croesus as the man who turned

everything to gold at his touch. Promptly, seven or eight replies were received noting Mr. Allentuck's error in mythology. King Midas, these letters pointed out, was the sovereign in reference. (The agency thought that this was a good method of testing how closely the letters were read). Numerous phone calls also referred to the error.

In another instance, a four-leaf clover in a cellophane bag was "the gimmick." A P. S. was added offering additional four-leaf clovers to "wife, friend or colleagues." Four replies for several hundred of these charms (including one reply from the advertising manager of one of the biggest advertisers in the East) were noted by the client.

After almost 125 mailings, Alpha Process feels that the letters are more valuable than ever. Several clients have actually saved the bulk of the entire series, and numerous compliments have come direct to Dave Allentuck in the form of expressions such as, "the only cheerful thing I have on my desk Wednesday mornings is the Alpha Process letter." This is not an isolated example — such expressions come in regularly.

Direct mail has given Alpha Process a real personality in the Washington business community, and in the words of Dave Allentuck, "we expect it to increase the value of this personality in the years ahead."

Reporter's Final Note: Although gadget letter campaigns are sometimes too tricky and often kick back negatively . . . we think this campaign was handled with good judgment and excellent taste. It accomplishes what was intended . . . constant reminding with restrained but convincing selling. We are wondering if anyone else has ever established a similar record of 125 continuous weekly contact letters. If so . . . let's hear from you.

WHAT "LOOK" THINKS ABOUT COPY, TESTS, AND MAILING PROBLEMS

By Lewis Kleid President, Mailings Incorporated

Reporter's Note: Lewis Kleid, president of Mailings Incorporated, 25 West 45 Street New York 36, N. Y. is constantly on the search for sound ideas. He frequently interviews leading figures in the field and publishes his findings in a special bulletin he releases to a select group of mass mailers. This interview with Maxwell Ross contains ideas which should prove helpful to both large AND small users of the mail. Many of the principles of mail order can be applied to the other 48 uses of direct mail.

If you don't know him, Maxwell C. Ross is Subscription Promotion Manager of both Look and Quick Magazines. He works directly under Les Suhler, head of the Cowles Magazines subscription operation (also president of New York's Hundred Million Club.) Now 38, Max Ross has been with Look and Quick since their inception. Fresh out of college, (Grimmell, "the Harvard of the middle west") in 1933, he first worked for the National Circulating Company as field manager. In 1936, he was back in Des Moines, the headquarters of the Cowles organization and started in the circulation department at the Register and Tribune. When Look Magazine was launched in 1937, they looked around



Maxwell Ross

for someone to handle subscriptions and Max was chosen. The first issue of Look was a lulu. It had the largest first issue sale of any magazine, over 700,000 copies. The second issue was over a million copies and the present circulation is 3,250,000, two-thirds of which are mail delivered.

Quick, a pocket-size news magazine, was started in the summer of 1949 and in its first two years tripled its circulation, which now totals 1,270,000.

Author of "How to Write Direct Mail Copy that Sells," a member of the evening faculty of Drake University, vice-president of the Advertising Club of Des Moines, winner of two DMAA Best of Industry awards, winner of the Dartnell Gold Medal, Max is in charge of the mailing division of 150 to 200 people and a creative department of 12 people.

In this interview, Maxwell C. Ross stressed that whatever success Look and Quick has enjoyed in direct mail is due to teamwork. The publisher likes direct mail and gives it wide latitude. Les Suhler, Circulation Chief, is a dyed-in-the-wool direct mail man and is ready any time and all of the time to test new ideas. Marvin Barckley on Quick and Henry Cowen on Look, with the cooperation of Harold Johnson, one of the top purchasing agents in the country, make a direct mail team that is constantly developing and improving the quality of Look and Quick mailings and—at the same time—exploring every possible technical and creative angle to keep costs down.

On the basis of creative talent and his ability to develop new direct mail ideas, Maxwell Ross ranks as one of the members of the "Mail Order Brain Trust." Here are his answers to my questions:

Q. Is there any merit in up-grading the quality of the mailing piece (viz., better paper, more impressive envelopes, finer printing, etc.?)

A. Yes. It may be false economy, even in these days of rising costs, to pinch pennies and cut corners. No economy should ever be put into effect without carefully testing what it might do to results. Our own experience has been that quality pays off. A mailing piece should have character and if it is cheapened too much, it no longer reflects the prestige and importance of the mailer. It is for this very reason that we have been such large users of gold bronzing on our order forms and letters—and why we devote so much time to improving art work, paper, typography and reproduction.

Q. What do you think about the use of teasers on envelopes and their affect on how well direct mail is read?

A. A large percentage of the people read all their mail, but a certain percentage won't even open the envelope if it looks like advertising. Others, in varying degrees, open the envelopes and read the contents. Since you haven't a chance unless the envelope is opened—it's vital that it be attractive and that it tempts the person to examine the contents. Teasers can



Lewis Kleid

help do this but are extremely dangerous. A poor teaser is worse than none at all. The same goes for illustrations. They must be carefully planned and carefully tested. The more people you can get to open the envelope and read your letter—the more people you can sell.

Q. A number of mailers use a Third Class printed indicia on their envelopes, tilting the stamp design. What's the idea behind this?

A. Strangely enough, our tests show that tilting the indicia to the right instead of up and down pulls better. It also proves that if you mail heavily no item is too small to go untested.

Q. What do you think are the most desirable elements for a mail order mailing?

A. An envelope, a letter, an order form, and a business reply envelope. Where heavy illustration and descriptive copy are necessary, it may be important to include a circular. In our case, for Look and Quick, we find that a circular detracts from the personal nature of the letter. We also find it doesn't justify its extra cost. A one-page letter works best for renewal purpose. On new prospects we can use longer copy—two, three or more pages.

Q. There are many reply device ideas. Is there any special advantage to any one form? Do you believe in a simple "yes" or "no" type of reply device or a complex order form?

A. The inclination of many is to oversimplify the order form. The creative staff at Cowles Magazines believes in using a "busy" order form as a dramatic device to enhance the value of the offer and to emphasize the saving. It is for that reason that we use better paper on our order forms and print so extensively in gold. A perforated wing on the reply order form is an effective device because the tear-off can be thought of as a receipt and can be dramatized to sell the offer. We make periodic checks of the effectiveness of a pre-addressed reply form visible through a window and find that it works better than a regular addressed envelope and an unaddressed order form . . . or a regular addressed envelope and an addressed order card. Our experience has been that nine out of ten times a well-designed, well-thoughtout order form will out-pull oversimplified order devices. We pack a lot of elements in the form; interesting art work, lots of copy, check boxes, serial



Business firms are like trees -- they come in all sizes... and they grow

In the vast forests of our land there are trees of many sizes . . . from the year old sapling to the giant oak. It's the wise woodsman who can determine the best size tree for his particular use. To chop here, there and everywhere would be wasteful in time and money.

Likewise in the forest that is business . . . there are some five million today . . . it's the enterprising user of the mails who can determine the size business he can best sell . . . who knows his best potential market.

With this in mind Creative Mailing Service has compiled its list of Rated Business Firms. It gives the mailer latitude in working with a general business list.

1. Permits the mailer to test businesses of various sizes to determine what market best reacts to his offer.
2. Permits the mailer to pin-point his message to the size business he can best sell.

Yes, business firms are like trees. And like trees they grow . . . today one size, tomorrow another. They change, in size, in financial rating, in structure, in direction. That is why Creative Mailing Service recompiles its Rated Business Firms list on a regular basis . . . to keep pace with never-ending change. For further information, call or write

CREATIVE MAILING SERVICE, INC.

460 NORTH MAIN STREET • FREEPORT, NEW YORK

Call
FREEPORT
9-2431

CONSUMER LISTS FOR BEST RESULTS - PONTON - "The House of Direct Mail"

1,725,000
PROFESSIONAL PEOPLE

26,000,000
HOME MAKERS

15,000,000
HOME OWNERS

10,000,000
CAREER WOMEN

4,000,000
BUSINESS EXECUTIVES

Write Dept. "R" for FREE Catalog...

+ Phone MUrray Hill 7-5311

W. S. PONTON, INC.

50 East 42nd St., New York 17, N.Y.

W.S. Ponton's

Listo' Trade



numbers, anything that would tend to give an indication of quality and value. We have also found that these savings can be dramatized by the use of simulated checks, stock certificates, coupons, etc.

Q. What is your thought on timing, i.e., mailings before and after holidays?

A. Nearly all the experienced people in the mail order business believe in mailing *after* rather than before Labor Day, Fourth of July, etc.

Q. Does the weather have any effect on mailing response?

A. Yes, indeed. Our experience shows that a mailing received during bad weather will far out-pull mail received on good days. It is a good idea to study U. S. Government weather reports and try to time your mailing to reach the recipient during bad weather.

Q. Do important events in the news affect returns?

A. Very much so. When the headlines are extremely interesting, less attention will be paid to direct mail. This brings up the subject of the problem of competition with television. I believe that TV is a factor only so long as it is new. In sections of the country where television is being introduced, it may hurt response for a period of time. But after people have been conditioned to TV and the novelty wears off, response to direct mail should take a normal pattern.

Q. In writing letter copy do you prefer running headlines or would

you rather start a letter "Dear Friend" or "Dear Reader", etc.?

A. Here you face the same problems as the use of a teaser on the envelopes. A headline can be very effective or it can hurt results. Some headings work better than others, as you will find by careful testing. In our own case, for one thing, we have found that the salutation "Dear Friend or Look" outpulls "Dear Friend."

Q. I know you are interested in copy and copy testing. What are the elements of a good letter?

A. Copywriting is not a glamour job. It is a slow, laborious, sometimes painful task. I have my own four little key words for writing direct mail copy. *"Keep your copy moving!"* A good percentage of the people who receive direct mail pieces do not read them. Many take just a quick glance at the lead, a casual glance at the middle and a brief look at the end. Unless your copy is alive and moving, the reader is not carried along by your message. Writing copy is like running a 440 yard dash in a track meet. If you don't start fast enough you are left behind. If you don't keep up the pace in the back stretch, you'll fall back. If you don't have a finishing spurt left, you'll surely lose the race. So it's only logical that the greater the number of people who can be induced to read your copy through to the end, the larger the number who will buy your goods or services. To *"keep your copy moving"* through the body of the letter, use "connectors" — transitional sentences or phrases that either end one paragraph or begin the next,

such as: "but that is not all," "now—here is the most important part," "and in addition . . .," "better yet," "what is more," "there is just one thing."

Q. Can you learn much by getting someone else's opinion on a piece of direct mail copy that a member of your staff has written?

A. Not always. People don't do exactly what they say they will do. What rings the cash register is what counts. That's why mailers can regard their direct mail operation as a testing laboratory to find out the answers to their questions under actual mailing conditions. You'll remember Time Magazine's classic contest where ad men failed miserably to place seven letters in their order of pull.

Q. What little mechanical devices do you use to improve the appearance of your letters?

A. Far too little time and effort is spent on direct mail copy to make it look inviting—to make it easy to follow—to keep the copy moving! Never run your paragraphs too long or too solid. Use punctuation to break up the copy. Use underlining and indentations. Use marginal notations, pointers, and postscripts.

Q. What about the mechanics of reproduction—i.e., multigraph versus offset . . . blue versus black signature—one color versus two colors in the body?

A. I don't have any pet ideas on letter reproduction. They can be tested and results may show that one process is slightly better or worse than another. Such things as blue versus black signature are obvious.

PIONEER-MOSS

PHOTOENGRAVERS SINCE 1872



460 W. 34th ST., N. Y. C.

LOngacre 4-2640

The more important point is the principle of "atmosphere." Whether multigraphing is so much better than an offset message or whether two colors in a message are necessarily better than one color is not the real problem. The broad principle is to give your letter an atmosphere characteristic of the thing you're selling. It may be desirable on certain low grade or bargain offers to make the mailing piece as inexpensive looking as possible. For our own purpose, we try to create a pleasing effect by paying special attention to stock, art work, typography, printing, reproduction of the message, layout of the message, and signature.

Q. Have you ever been able to use names such as: "Occupant", "Post Office Boxholder", or phone lists?

A. These are complicated list marks which require considerable exploration. It has been our experience that "Occupant" lists are more successful than phone names because they are 100% deliverable. When you address to an "Occupant" at a specific address, your letter at the very least is sure to be received by someone. In the case of phone names there is a certain percentage of loss due to changes—and this cuts down the response. Post office boxholders may work for some mailers but they do not measure up to the family readership requirements of Look, or the news interests of Quick. (In the county section of the Postal Guide there is shown the number of Rural Routes, Star Routes, and P. O. Boxholders for each town. Individual names are not required, but you do have to furnish the local postmaster with the required number of mailing pieces. Mailers can't mail to just *part* of the total number shown.)

Q. What importance does Look and Quick place upon direct mail selling?

A. Our publisher, Gardner Cowles, is a big booster of direct mail and has a farsighted view of its advantages in terms of over-all company operations. This explains the heavy concentration of direct mail sold subscriptions for both Look and Quick.

Q. Is there any advantage in using odd amount offers such as: \$2.99, \$1.98, or \$1.49?

A. We have found that the \$2 or \$3 round figures pull better for us. But a great many companies have good success with odd-priced offers.

(Continued)

The Accordion Folder

HAMILTON PAPERS

at work

Here's a way to make the most of a short message. Print it piecemeal on an accordion folder, and the folds will slow down the reading rate so that every word gets full attention. The length of the message need only be limited by the size of the paper.

When accordion folders are made with Hamilton Text and Cover Papers, you have the widest possible variety to choose from—not only of sizes, but of textures, sur-

faces, colors and weights. These fine papers are specially made for direct-mail advertisers who need distinctive paper on which to print pieces such as folders, booklets, portfolios and envelope enclosures.

The accordion folder above, titled "What is expensive printing?" contains a short editorial addressed to people who have to pay for printing. Fill in the coupon below and we'll send you a copy.

W. C. HAMILTON & SONS, MIQUON, PA.

Philadelphia's Famous Paper Manufacturers
Offices in New York, Chicago, Los Angeles

W. C. Hamilton & Sons, Dept. R-8, Miquon, Pa.

Please send me a copy of "What is expensive printing?"

Name _____

Street _____

City _____ Zone _____ State _____





SKETCHES, DUMMIES AND DRAWINGS direct to your desk by mail from my studio at home. Complete personal service at moderate cost. Write for free booklet showing direct mail pieces I have designed.
RAYMOND LUFKIN 116 WEST CLINTON AVE.
TENAFLY, NEW JERSEY



Q. What has been your experience as to the comparative merits of type addressing vs. hand addressing vs. stencil vs. label?

A. If typewriting or stencil addressing is done well, they are both good. Typewriter or stencil addressing will probably outpull ordinary handwriting, but in some isolated cases, may not be as effective as a distinguished handwriting for special purposes. We try to keep an open mind on gummed perforated labels. A well processed label from a good clean list should do all right, but labels get a black eye, because they are usually furnished from low grade names.

Q. Which remittance arrangement would give you the greatest number of orders?

A. Generally speaking, "Send no money—bill me later" would produce the greatest number of orders. A choice of "bill me later" or "cash with order" would be almost as effective but would save money for the mailer because a certain percentage would enclose a remittance thus saving the billing costs. Next in order of effectiveness would be "C. O. D." and last, "Cash with Order."

Q. In testing lists do you use any special fixed quantities or do you have some sort of formula?

A. We have no fixed formula. If the list is small, we test 1,000 or 2,000 names. If the list is large we use a

somewhat bigger initial test quantity. If a list looks very good and the quantity of names is large, some mailers avoid the intermediate retesting by taking an initially larger quantity. In testing copy or variations of any kind, Les Suhler believes very strongly in a "double flight" theory. He doesn't like to trust the results of a single test. On a test quantity of 5,000 we make a one-by-one sort and test two keyed lots of 2,500 each—or if we are running a test of 10,000, we may make a one-by-one of four individual lots of 2,500 each—keyed separately.

Q. Do you find that a bulk printed indicia is better than a meter indicia or stamps?

A. It costs more to affix a government stamp and there is apparently no advantage in results. A meter indicia represents an additional operation and doesn't pull better currently than a printed permit indicia which costs nothing extra since it is printed at the same time as the envelope is lithographed.

Q. Have you found that pebbling or using special grain finishes on the paper of the reply envelope improves response?

A. It's another one of those small things to experiment with (like tilting the permit indicia on the envelope). Special finish papers are worth testing.

Q. Do you find it advantageous to select geographical areas in mailings or do you take the lists as they come?

A. Yes. It pays to study business conditions to select those areas where retail sales are high and where industry is enjoying full production. At the same time it is important to avoid flood areas and parts of the country which have suffered major catastrophes.

Q. Can you tell me some more about your testing principles?

A. Yes, at Look we abide by four fundamentals:

1. That there should be no more than one variable. In other words, never test more than one thing at a time.

2. All of the remaining parts must be identical. These two requirements go hand in hand.

3. Although many of you will raise your eyebrows at this, we break the test down if we possibly can, on an every other name basis. It may cost a little bit more but in the long run accurate testing covers many factors that are extremely vital.

4. Release all parts of the test on the same day at the same hour. Don't send part of the keys out in the morning and the rest in the afternoon. Train schedules can be erratic.

Make the Most of Your Direct Mail Opportunities!

Willa MADDERN, inc.
215 Fourth Ave., New York 3, N. Y.
Without obligation, send us complete details about more responsive mailing lists.

Name _____
Product or Service _____ Offer \$ _____
Company _____
Address _____
City _____ Zn. _____ State _____ AR _____

44,000 industrial firms who bought maintenance equipment by mail.
186,000 buyers of better class gifts, housewares, toys, etc.
170,000 buyers of a book on retirement.
100,000 buyers of travel books.
180,000 buyers of a high cost dictionary.
900,000 women interested in sewing tricks.
470,000 active contributors to a wildlife conservation fund.

WE ARE CHARTER MEMBERS OF THE NATIONAL COUNCIL OF MAILING LIST BROKERS

Return this coupon for complete **FREE** details about MADDERN recommended lists for **YOUR OWN** product or service.

Return this coupon if you want to earn as much as \$15.00 per M for the one-time rental use of your prospect or buyer's list to our non-competitive clients.

Willa MADDERN, inc.
215 Fourth Ave., New York 3, N. Y.
Without any obligation, send us complete details about the profits we can make from the rental of our mailing list to non-competitive users.

Name _____
Company _____
Address _____
City _____ Zn. _____ State _____ AR _____

HARD-HITTING CAMPAIGN

At the 21st Annual Conference of the National Advertising Agency Network held in June at Skytop, Pennsylvania . . . the top award for best direct mail campaign went to Howard Swink Advertising Agency, 372 East Center St., Marion, Ohio. We wrote to Howard and asked for details. The campaign surely deserved recognition.

It was a hard-hitting promotion for client Central Mutual Insurance Co., Van Wert, Ohio. Purpose: to promote Central's 1951 sales contest . . . with fifty all-expense-paid, husband-and-wife trips to Bermuda as the prizes. And naturally . . . to stimulate



sales and build good will among company's agents (many representing a number of competitive companies). It's impossible to reproduce the eighteen pieces in the campaign. But a brief description can give you an idea of the thoroughness of the plan.

Program started with an article in January 1951 issue of the company's house magazine "Centralizer." Story was continued in five subsequent issues. During the six months' "drive" eight mailings were sent to agents' offices. Included post cards, letters, broadsides, announcements, forms and folders. Four additional letters and cards were mailed to agents' home addresses. During a four-month interval six separate letters and folders were addressed to agents' wives.

The specific campaign to agents and wives cost only \$2500 . . . but behind the drive itself was a syndicated direct mail campaign offered to agents for "softening up" prospects (all described in separate portfolio which was not included in cost of the contest drive). Reported results: "Over 3½ million dollars in increased premiums . . . 63.5% increase over previous year. The last month of the contest (June 1951) was the biggest in company's history."

A wonderfully well-coordinated campaign from A to Z.

No. 5 of a series

THE REPLY-O-LETTER

150 W. 22nd St., N.Y. 11, N.Y.

CLEVELAND
DETROIT
TORONTO

J. J. Kent
1234 River Rd.
Hometown, U. S. A.

Cleaning mailing lists used to be a dirty job. Not today, since Reply-O Letter really cleans a list with a "mailing-and-a-half!"

The publishers of

METAL WORKING MAGAZINE

sent Reply-O Letters to their 26,000 readers list. More than 50% replied. A follow-up to the balance gave them a 79% clean list!

And 2,557 new, verified names in the bargain! Clean lists are important to good business. A list not cleaned for 2 years is usually 25% "off." If your list isn't clean, you're spending good money on dead-wood, antagonizing those newly appointed executives you want to impress, and permitting people to think you are inefficient!

International Nickel, Electrical Equipment, LeTourneau, Esso and many other leaders use Reply-O Letter to clean their lists. And other direct mail jobs that ask for replies, too. We'll gladly send you samples and a copy of our booklet, "IT WAS ANSWERS HE WANTED."

The Reply-O Letter

THE
REPLY
CARD
(or envelope)
IS
"IN"
THE LETTER

Phone
nearest sales
office—or write
REPLY-O-LETTER
150 W. 22nd St.
N.Y. 11, N.Y.

The MULTIPRESS

UP TO 50,000 IMPRESSIONS DAILY
A Combination 3 in One

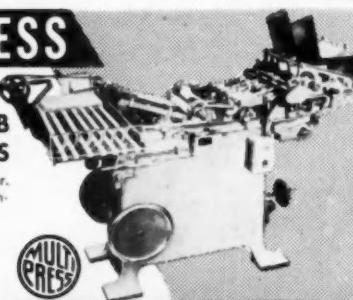
ENVELOPE, SMALL JOB and IMPRINTING PRESS

6500 per hour with quality and register. Flat bed and cylinder construction. Continuous feed and extension delivery.

ENVELOPE PRINTING
Coin, pay, drug, commercial, etc.

IMPRINTING
Advertising literature, labels, catalogs, cartons, etc.

JOB PRINTING
From No. 27 business card to letter-head size.
Particulars sent on request



B. VERNER & CO., INC.
52 DUANE STREET • NEW YORK 7, N.Y.

Price: \$2.00 per copy



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What More Than 1500 Industrial Advertisers Heard At NIAA'S 30th Conference

We'll take a cue from our Short Notes Department in reporting the National Industrial Advertiser's 30th Annual Conference (Palmer House, Chicago, June 29-July 2nd) by capsizing ideas picked up in meetings, corridors, and after hours.

- Watching an N.I.A.A. Convention in action is something to behold. Smooth from start to finish, Blaine Wiley (N.I.A.A. Executive Secretary), the publishers, and the scores of industrial advertisers and agency men take hold of every detail. They sure make an unbeatable team.
- Was impressed with how many times direct mail was mentioned. Nearly every panel and case history presentation illustrated its importance in the industrial field. Even in the association's research project now under way. Prior to the Convention, the membership was polled for their ideas on what areas of industrial advertising most needed research. Fifteen projects were selected. The leading four:

1. How to measure the effectiveness of a business and trade paper advertising campaign;
2. How to develop readership measurement methods;
3. How to determine the relationship between inquiries and readership;
4. The analysis of causes of success and failure in direct mail advertising.

Several items in the rest of the list could be considered Direct Advertising projects. Maybe if all of them had been lumped together, District Advertising would have taken top place. Not important really, but in a recap of who voted for what, there was an overwhelming lack of enthusiasm among the publishers in any research of industrial direct mail. Mum . . . when space and direct mail together can do a better job than either alone.

- First official act of the Board of Trustees of the newly-activated N.I.A.A. Industrial Advertising Research Institute was the election of Bennett S. Chapple, Jr., as Chairman of the

Board. Mr. Chapple is the past president of N.I.A.A. and assistant to the executive vice president—commercial division of U. S. Steel. George O. Hays, president of the Penton Publishing Co., Cleveland, was elected vice chairman. John C. Maddox, assistant to the president of Fuller and Smith and Ross, Inc., Cleveland, was made secretary.

- J. L. Singleton, Vice President in charge of general machinery division, Allis-Chalmers Mfg. Co. and first luncheon speaker, talked about "The Revolution in Distribution." At one point, he suggested that advertisers should take copy-cues from customers:

"Today's advertising is attractive but not informative. To be effective it must solve some problem or meet some need of the reader. The job of selecting media sometimes pushes aside real purposes of advertising. You must know what the problem is. The best way to learn how to write copy is to get out with customers. Lack of this explains why salesmen sometimes complain about copy."

"In the consumer field, advertising men have an advantage, because they are consumers. It is a rare industrial advertising man who is a purchaser of industrial equipment. You can talk to engineers, but this is not a substitute for conversations with customers."

Applies to direct mail as well as space.

- Monday afternoon . . . a panel. A good one. H. D. Bissell, Director of Merchandising, Minneapolis-Honeywell Regulator Co., showed how they merchandise advertising to the Sales Organization.

In discussing the actual mechanics of a program for selling the salesmen on advertising, he pointed out that presentations of advertising to salesmen should first explain the basic thinking and planning behind the advertising programs. Not the details about media, circulations, etc. The details can be presented later. Mr. Bissell showed three, full color films, each 2 minutes in length, that M-H salesmen saw during their last sales conference. Each was keyed to politi-

cal and economic 1952 and the significant responsibility advertising faces in holding markets and moving goods during and after a defense economy. Each was narrated by someone in authority.

First was Dave Austin, Executive Vice President of U.S. Steel; second, Elmo Roper; third, Bill Ortman, M-H salesman who told in 50 second how advertising had landed a tough account. These "flashes" from people outside the Advertising Department raised the M-H advertising program to a very high level of importance. And salesmen today are making more use of it than ever before.

- Fairfax Cone, President, Foote, Cone, and Belding, Chicago, featured at Tuesday's lunch, put this "film-idea" in general terms. He was discussing the importance of understanding and using communications properly. In essence he said we miss getting our thoughts across because the wrong people use the wrong words in the wrong places. Better that ideas are put over by the principals rather than spokesmen.

• George Stineback, manager of the Polyken Division, Bauer and Black, Chicago, at Monday's panel, talked about their post-war distributor policy. One of his points: "Distributors are a sales organization. They cannot be thought of as customers — since they consume nothing." An important thing to remember in analyzing markets and determining how much advertising should go where . . . and what kind.

- Cary H. Stevenson, Vice President, Lindberg Engineering Company, Chicago, dropped a pearl of wisdom in talking about planning for profits and tough selling days ahead: "While I hesitate to speak of spending excess profit dollars, these cannot be ignored in your planning. Obviously, if money must be spent, spend it carefully and with low-priced dollars. It would be criminal to ask management for money for catalogues in 1954, when the job could be done today. The same is true of sales training, market surveys and product design."

- On the introducing of a new product, John S. Hawley, marketing manager of Shakeproof, Inc., Chicago, had this to say: "You can't just introduce a new product and expect it to be a success. You've got to get out and sell it, promote it, publicize it. In fact, a new product needs more imaginative treatment than an established one."

Buut, "The general framework of introducing a new product differs little from the promotion of an established product line — advertising, direct mail, exhibits, catalogs, booklets, samples and sales training all play an important part."

• The Industrial Publicity Techniques Panel was loaded with helpful stuff for getting publicity in print. Moderator George Black, Public Relations Division, The Cooper Alloy Foundry Co., Hillside 5, New Jersey placed big emphasis on the importance of preliminary research and planning in carrying through a successful industrial publicity program. George demonstrated his main theme by blindfolding a pretty model and having her attempt to hit the bull's-eye of a target with rubber suction darts . . . to point up the five musts of a planned industrial publicity program.

1. You must have a target. In other words, you must know where you want to go.
2. You must have a weapon. Your weapon in industrial publicity can be any of the hundred off story types available to the publicist.
3. You must have a vehicle. The vehicle is the way in which you get your story over once you have it planned and prepared. It is the mechanism by which your weapon is propelled toward the target.
4. You must have direction. Even having a target, a vehicle and a weapon, without proper guidance and direction you may find yourself wandering far from the mark.
5. You must have experience and practice. With all under control, it still takes experience and practice to hit the bull's-eye.

The two other panelists, Harry W. Smith, Jr. of Harry W. Smith, Inc. and Harold Schor of Tech Industry Services, presented specific case histories showing how pre planning resulted in successful campaigns.

Incidentally, if you're interested in further study, pick up George Black's book, "Planned Industrial Publicity" which was published by Putman Publishing Co., Chicago, Illinois early this year.

• Wish you could have heard luncheon speakers, Chester H. Lang, Vice President, General Electric Company, Schenectady, and Fairfax Cone, Foote, Cone and Belding. Oddly enough, each, at two different luncheons, spoke of the need for a greater understanding of the processes of communication . . . the need for appreciat-



Nelson Bond, Vice-President, McGraw-Hill Publishing Co., left, presents the \$1,000 first-place McGraw-Hill Award to H. E. McDonald, Jr. (Walker & Downing), president of Industrial Advertisers Council of Pittsburgh. Lookers-on are Charles Farren (Griswold-Eshleman), president of the Industrial Marketers of Cleveland — winner of the second-place award — and Jackson Hazlewood (Fuller & Smith & Ross, Inc.), committee member in charge of making the awards, right. The McGraw-Hill Award is made to local chapters for outstanding projects in behalf of industrial advertising.

ing the power of word-of-mouth contact at the employee level . . . that we've overlooked cultivating this most intimate form of communication while hard at work applying the techniques of professional advertising and public relations. Chester Lang's point:

"Advertising and public relations men are just ordinary human beings, with all the faults and virtues possessed by Shylock: they bleed when they are cut, they get mad at each other, and most important of all, they are deeply influenced by each other in the course of their informal, human contacts. Being fairly literate human beings, somewhat obsessed with the printed word, they are prone to forget this simple fact in the practice of their profession. When they set out with the best motives in the world to educate the other people up and down Main Street in the intricacies of the American business system, for example, they try to do it in terms of advertising, publicity, pie charts, annual reports, official statements by the president, surveys, statistics, and sermons. They forget, I believe, how intimate a thing is communication, where one man tells another, and how intimate a thing is understanding, where one man believes another."

The public, for any man, is literally the number of people he can reach out and touch. For the professional public relations man this is a simple fact, but a very complicated business. In essence it consists of touching all the people within arm's length, and doing it in such a way as to make them missionaries for your convictions, and peddlers in turn of your facts. Once that contact has been established, once you have set in motion the machinery and mobilized your army of word-of-mouth contacts, only then perhaps can you set out to reinforce the beliefs you have planted with the conventional documentary evidence, such as advertising, publicity, and the rest of the tools of the trade."

• Heard many comments among advertisers and agencies that they'd like to see and hear more about direct mail, next year in Pittsburgh at the 32nd Annual . . . the importance of letters, how to write them, how to better merchandise publication advertising, how to use direct mail to the best advantage, how to determine how much direct mail to use and in what form, how much the advertising agency should do. We'd be glad to help.



New NIAA President is Gene Wedereit, Director of Advertising, The Girdler Corp. and Tube Turns, Inc., Louisville, Kentucky. Gene (right) is shown with outgoing president, J. F. Apsey, Jr., Advertising Manager, Black & Decker, Mfg. Co., Baltimore. George Black, of Cooper Alloy Foundry is this year's Secretary-Treasurer.



The Putman Awards, given to those who best demonstrate industrial advertising's effectiveness in making sales, went to ten. In first place: Raymond P. Wiggers, Advertising Manager, The Frank G. Hough Co., Libertyville, Illinois, (right) shown accepting from Col. Russell L. Putman, president, Putman Publishing Co., Chicago.

A UNIQUE METHOD FOR TEACHING OTHERS HOW TO WRITE LETTERS

By Ivor A. Trapolin

Reporter's Note: Ivor Trapolin teaches Business Communication at Loyola University of the South. He presented the findings printed here at the last Convention of the American Business Writing Association in New Orleans. We think his approach to letter improvement is worth serious consideration. Mr. Trapolin, in addition to lecturing at Loyola, is a business consultant in sales techniques and communications, the owner of a real estate management business, and the author of articles on industry-education cooperation. The New Orleans Junior Chamber of Commerce presented him in 1950 with the Distinguished Service Award Key for outstanding civic achievement. See "Footnote" in Page 24.

In teaching letter writing to employees and to students, an easy and successful approach has been to pound into their heads the thought that every letter is a sales letter—an honest-to-goodness sales letter. You laugh and say, "Oh, but everybody has heard that. Why, it's in every business writing book." Yes it is. But where is there a book that starts out with this basic thought and follows it through by applying it to every type of letter? You'll find the chapters on sales letters starting at page 294 or at page 303; after dozens of types of correspondence have already been discussed.

If we are sincere when we say that every letter is a sales letter, we must begin with some basic sales principles and see to it that every letter follows them.

You've read and heard the various sales formulas: IDEA (Interest, Desire, Examples, Action) and AIDA (Attention, Interest, Desire, Action). As for most of them, it is difficult to actually grasp what is meant by such words as interest, desire, conviction, and examples. The job is to find a formula that you fully understand and are completely sold on and to use it for all of your letters.

Here is one we have used in letter clinics and classrooms. It has been received with much enthusiasm because it creates mental pictures. Its

title is Ivor's Diagrams. Now for the diagrams and the rules behind them.

Ho Hum

The first attitude of the reader is a sleeping one, definitely bored, distinctly suspicious. Don't picture him eagerly awaiting your words of wisdom; rather picture a person with the filing inclination. Your letter has a good chance of reaching the trash basket as soon as a snap judgment has been made as to the contents of your letter. Remember, whether we like it or not, snap judgments do rule the world.

The best way to overcome this attitude is to wake up your reader with a flame, a spark of interest. You can make him jump a bit by beginning your letter with "You're a bum!" That would certainly cure the ho-hum attitude; but with it, you're finished. Some writers have been solving this problem of the first attitude by putting the reader's name in large gold letters across the top of the letter. Others are using gadgets to get attention. But by actual reader reaction studies, it has been found that by using such devices, you are often as bad off as the guy who got attention by saying, "You're a bum!" You get attention but nothing else. Clever visual aids are effective only when they aid in delivering the message. The question is, what is the best possible opener? The best flame is one that tells the reader something that he wants to read, the one packed with the "you" approach, the one that gets on the reader's side at the start. For instance, "Your charge account has been opened." "Here's your check for \$150.00." "Your order of a gross of No. 150 light bulbs was shipped this morning." "Cut your construction costs in half."

The test then for the first part of your letter is, does it tell the reader (not any reader, but this particular reader) something he wants to read?

What's It To Me?

If you have used a flame for the first sentence or paragraph, then the next attitude of the reader is going to be, "What's it to me?" "Why bring that up?" The reader thinks, "All right, you've gotten my interest, what now?" Actually what he is doing is looking for the core-thought, the essence of your letter. The solution at this point is to build a bridge. Our diagram for this solution shows the reader, on an island, the Island of Self Interest. The only way we are ever going to cross over to this island is to build a bridge, a bridge of benefits. Tell of the idea that you are presenting — savings, economies, pride of ownership, satisfaction, joy, pleasure. Be specific. Make him see it and understand it. Remember that it is not sufficient merely to present the benefits of your products. But they must be applied to the reader. Only by so doing will you be able to get across to his island.

I Wonder

As soon as the reader sees and understands the benefits, he begins to wonder. Through the years he has read so many false benefits that he has built up an immunity to them. He questions each benefit. The solution to this attitude is to present cases. A good salesman reaches in his brief case and pulls out testimonials, diagrams, facts, figures, samples to prove his statements. You too have the same job to do. You must prove each benefit. The only way to do this is to dig in your product analysis and bring forth the facts, figures, tests, samples, references, and guarantees. Make him understand, believe, and want what you have to offer. Here it is always wise to remember the old principle of sincerity, and that is always better to understate than to overstate.

In the past we have made overstatements without proof, and readers

have reacted accordingly. A good story to illustrate this is the one about the two ladies standing in front of the movie house looking at the displays. The signs read, "COLOSSAL!" "STUPENDOUS!" "THE BEST MOVIE HOLLYWOOD EVER PRODUCED" "CHUCK FULL OF ROMANCE!" "YOU'LL ENJOY EVERY MINUTE OF IT!" One lady asks the other, "Wonder if it's any good?"

So What

As soon as you have proved the benefit to the reader he says, "So what?" "What do you want me to do?" The solution is action today, now. (This diagram represents a man walking — a sign of action). Tell him what you want him to do—to buy, to vote, to write, to contribute. Tell him when and how. The only exception to this is when your letter (such as the average adjustment letter) has as its purpose reaction. But even here an action close is often advisable.

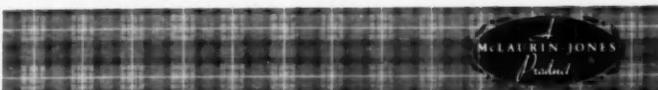
Every Letter a Sales Letter

The secret in making every letter a sales letter is to remember the four diagrams. Put them alongside every letter and test it. If it is a sales letter, it will follow these four rules. In writing letters, put the four diagrams on the side of your rough draft, or make a mental picture of them. Use them as a mental guide. Never force them into any letter. Use the friendly conversational approach, and let letter talk your flame, bridge, cases, action.

The one big problem in convincing your employees or students that this formula is to be used in every letter is overcoming the idea of theirs that, "There aren't benefits to the reader to be found for every letter I write." That's true. But there should be. If you give your letters a bit of thought, you can convert every business letter into a sales letter. Let's look at some examples.

You have to answer a letter of inquiry. The customer requested a booklet from your firm. The benefit is the value of the booklet to the reader. The proof is the various sections of the booklet that make it valuable to this particular reader. The action is what you want the reader to do. It might be merely to start reading the booklet today so that he may begin to receive the named benefits.

Another letter is the one requesting information about your product. The writer of the letter is saying "I am a logical prospect for your goods."



Most businessmen are harder to reach than Garcia. Your mailing piece faces tougher obstacles than enemy sentries, steaming jungles, festering swamps.



GOT AN IMPORTANT

But the New Improved WARE POSTCARD will carry your message through watchdog secretaries, over mountains of mail, past yawning wastebaskets, into the hands of decision-making executives.



MESSAGE FOR GARCIA?

New WARE POSTCARD has a clean, crisp appearance that commands respect. A micro-smooth finish on both sides delivers a sharper, easier-to-read impression with letterpress or offset printing. Fine screen halftones and large solids show new life on WARE POSTCARD. Even its snap has a ring of authority.



Yes, New Improved WARE POSTCARD gives your mailing piece an importance too demanding to ignore. So when you have a message to carry to Garcia, depend on WARE POSTCARD to deliver it into the right hands.

McLAURIN-JONES CO.

Makers of Old Tavern Gold and Platinum Papers, Guaranteed Flat Gummed Papers, Relyon Reproduction Paper and Waretone Mirror Finish Papers.

BROOKFIELD, MASSACHUSETTS

OFFICES IN: NEW YORK

CHICAGO

CINCINNATI

LOS ANGELES

Mills located at: Brookfield and Ware, Mass.

Grand Rapids, Mich. and Homer, La.

He wants you to tell him the prices of your chain link fences, and many writers tell him only that. It's a fact that even though he's a prospect, the customer is not anxious to take money out of his pocket and give it to you. Your job is to show him the benefits of your product—what it will do for him.

You must make him see and understand how your product differs from others, and what this difference means to him. And prove it. Then tell him what you want him to do. He will not say, "Yes, ship me fifty feet of fencing" until the product benefits mean more to him than the money in his pockets.

How about order letters? In most cases the order is the benefit and the credit rating is the proof. But when there's a shortage of merchandise—say five items for twenty customers—the customers who point out the advantage of selling to them will get the merchandise.

Letters of announcements are for the most part worthless, unless they sell. A man opens his own insurance agency. His announcement should tell what he offers to the reader that the reader is not getting now or that the reader can't get elsewhere. It's only by benefits and proof that the writer can get a man to change his insurance agent or to buy insurance from him.

In most cases the benefits are more protection or better service. But there is no sale unless the reader sees it, understands it, believes it, wants it.

In adjustment letters, the benefit is the satisfactory adjustment. In collection letters the benefits might be good business, pride, self-interest, honor, community prestige. In letters of application the benefit is what the applicant can do for the prospective employer. The proof is his education and experience.

At this point the employee or student says, "Oh, it might be all right for positive letters, but how about the letters rejecting credit or saying 'We're sorry, we don't have any'?" The answer to this question is that all letters must be positive. The letter that refuses to accept a man's credit has as its job the selling of the firm's COD, or Cash, or Lay-Away plans. This letter must convince the reader that you want to help him. You prove it by offering him a choice of available plans.

As for the letters that say, "We don't have any, we don't have that size, we don't carry that brand," it must be recognized that men are not in business to say "We don't." Your job is to help the customer get what he needs. It is very likely that what you have is what he needs. The average customer doesn't know your merchandise as well as you do. What he asks for is often misleading and not actually what he wants or needs. To solve this, ask yourself, is what you have what he needs? If so, then help him solve his problem with your merchandise. If not, sell him your good will. Tell him where he can get what he wants. Or get it for him.

Yes, every letter should be a sales letter. If you are following the sales approach in your correspondence, you're getting results. If not, your letters are costing you a lot more than they should. The sure test is to put the diagrams alongside every letter. Try it today.

This printed GUARANTEE slip in every box of U.S.E. White Wave Envelopes protects the Merchant, the Printer and the User. It's proof of quality — assurance of satisfaction all along the line.

More Dollars for You

In this 144-page U.S.E. Handbook of Envelope Products and Purposes an idea file for Users and Printers. Ask your envelope supplier for a free copy.



UNITED STATES ENVELOPE COMPANY

Springfield 2, Massachusetts

14 Divisions from Coast to Coast

Sorry . . . we could not reproduce "Ivor's Diagrams" in the article at appropriate places. Arrived too late for our press time. Mr. Traolin simply draws four sketches on a blackboard while he is lecturing to his classes. They are simple. You can draw them yourself. The first is a flame; next an outline of man on island with a bridge leading from island; third, an outline of a brief case; fourth, just legs of a man walking.

A Scientific Mind Looks At Advertising Copy

By Erwin Di Cyan

Reporter's Note: The firm of Di Cyan & Brown, 12 East 41 Street, New York, N.Y., is engaged as consulting chemists by pharmaceutical manufacturers, by advertising agencies handling food, drug and cosmetic accounts and by attorneys who want technical aspects of food, drug and cosmetic prosecutions. Mr. Di Cyan edits and produces a monthly, 4-page bulletin of scientific comments and interpretations for clients in all related fields. We were intrigued by a section of the June 1952 issue devoted to an analysis of advertising copy. It is worth reprinting for the records. If Mr. Di Cyan's advice would be taken seriously... there would not be so much furor about false and misleading advertising.

Our equipment for commenting on advertising copy comes from a wide experience of preparing scientific data or technical facts to be used in advertising copy, from reviewing and revising copy for our advertising agency clients to have it conform to facts and remove violative implications, and, finally, as a consumer from reading copy that unsells a potential purchaser.

Advertising copy is not primarily an informational organ—its primary purpose is to induce potential purchasers to buy. Except for institutional copy, advertising copy is primarily intended to sell something. Though we are not advertising men and though we cannot write *selling* copy, we presume to hold some opinions on copy that is designed to sell. One such opinion is that before copy can sell it must inform the reader. In that fashion copy is informative and therefore, at least quasi-informational.

What's Wrong With Copy

Advertising copy frequently fails to give information because informative facts are not sought, or overlooked, or perhaps not deemed important—not because facts are unavailable. Copy intending to sell products to the scientist or technical man is different in many respects from copy intending to sell commodities to the public at large.

The scientist deals with facts, thinks in terms of facts and responds to a factual appeal. Copy directed to him must be concerned basically with facts. In determining whether copy directed to a scientific purchaser fulfills these requirements, it is well to ask if the copy answers certain factual questions. For example, a description of the product is taken for granted quite frequently, so that the copy does not answer the question "what is it?" Lack of adequate description gives the reader an incomplete picture.

Other Questions

What does it do? It is assumed, and properly so, that the reader is familiar enough with an object or product to know what it does and for what it is used. But is there no possibility for its usefulness for related purposes? Detailed statements as to what a product does, stimulates ideas leading to other applications. In saying *what* a product does it is well to indicate *how* it does it, so that greater familiarization on the part of the reader can take place.

Why is it necessary or convenient? Too often, the potential user wishes to be given a reason *why* he should buy the product extolled in the copy, even if only to clear his own conscience for expending for its purchase. And in too many instances advertising copy takes that important prerequisite for granted; or, it may be content with listing a number of companies who have purchased the product, as the reason to the potential purchaser to acquire it. In stating why the product is necessary or adds to convenience, it is desirable of course, to indicate its advantages over competing products.

Too frequently, copy unsells the potential scientific purchaser. One reason may be the presence of unrelated matter instead of facts. Or, the use

HOW TO WIN NEW MAIL ORDER CUSTOMERS IN VOLUME FROM

223 M Active and Former Subscribers, Health Magazine

Mostly earnest middle-aged seekers of better health, self-betterment. Beautifully maintained. Super-service. One-time rental addressing.

Write today for Free Bulletin R-8 on how to get profit-bringing new mail order business from this volume market.

Mosely

MAIL ORDER LIST SERVICE, Inc.
38 Newbury St., Boston 16, Mass.
NEW MAIL ORDER CUSTOMERS IN VOLUME

Write for your copy of our new 1952 "Envelope and Mail-vertising" catalog—it is a compendium of useful knowledge on "Envelopitis." It tells you how to use envelopes—the right envelope for a specific purpose. Pages 4 and 5 will best indicate how we can both save and make money for you, thru your use of our products and facilities.

DIRECT MAIL ENVELOPE CO., INC.
15 West 20th Street, New York 11, N. Y.
WAtkins 4-0500

better production brings better results

There's a best way to produce direct mail. . . .

MASA members study the best, most effective, ways of production; support research and fact finding; share knowledge of improved methods. Their object is better results for you. When you try to "save" money with "cheap" production you tamper with results.

To check the effectiveness of your production source Always say, "Are you MASA?"

YOUR BEST SOURCE for Creative direct mail campaigns, lithographing, mimeographing, offset and letterpress printing, bindery, mailing service, mailing lists, etc. Information about postal regulations and better direct mail results.

For names of MASA members nearest you, write

Mail Advertising Service Association

18652 Fairfield Avenue
Detroit 21, Michigan

M A S A

MAIL
MORE
FOR
LESS

PONTON'S

"The House of Direct Mail"
Write for FREE Catalog

W. S. PONTON, Inc.,

MAILING DEPARTMENT is completely mechanized
and streamlined for fast, accurate and effi-
cient service, — at lower costs to you . . . No
Direct Mail Campaign too large — or too small.



50 East 42nd St., New York 17, N.Y. — Phone MURray Hill 7-5311

of banalities, superlatives or palpable exaggerations written in the struggle to rise from among competing copy. And quite frequently, the *emotional appeal unsells* him.

Emotional Appeal

In the case of most commodities copy is directed to the public at large. Much of such copy has as its forte some appeal to the emotions of a potential buyer to induce him to purchase. Testimonials from movie people for example, carry prestige appeal, a type of emotional appeal, when they indicate that *they use* a given commodity.

The field of the emotional appeal is ever narrowing as for example, witness the restriction on testimonials. The legislatures of both Massachusetts and Rhode Island have introduced bills to prevent or restrict the use of a name or a photograph of a person

in advertising. Moreover, the consumer grows more critical by the year. The Federal Trade Commission is active in restricting emotional appeal in advertising copy that makes implications which may allow one to draw unwarranted inferences. All of these factors lead one to conclude that in all types of advertising copy, the search for and use of facts should be paramount. And there is no lack of facts for cosmetic advertising for example—facts can be found by research.

Advertising In Our Economy

On the other hand, there are those who in their puristic zeal inveigh against advertising *in principle*. They hold that the immense amount of money spent in advertising is "proof," that advertising increases the cost of commodities as advertising expenditures are passed on to the consumer.

That view is unquestionably false.

The fact is that advertising enlarges a market, and often creates one which did not heretofore exist. An increased market means increased production. Mass production lowers costs and makes possible the acquisition of products for the average man which he could otherwise never hope to buy. In that fashion, advertising has been a factor for raising our standard of living. In Soviet Russia there is no advertising; that may be one factor, among other factors, why we have luxurious bubble baths for the masses in the United States and brain-washing for the masses in Russia.

BOOKLETS That Beckon!
Distinctive literature with that come-hither appeal that impels, tells—sells.
Request Fitzjohn book—on your I.H.

"That Yellow Bott" AL
Leo P. Bott, Jr., 64 E. Jackson, Chicago

**For the man
at the jogger button...profit**

This craftsman is "in the driver's seat" of his Harris press. From this position he can start, stop, jog and control the drive motor, side and front guides; observe feeder and fountain. He can make the press respond to his requirements for quality and speed; his work is better, his job easier, his production greater.

From that kind of engineering, a craftsman stands to profit. So does his boss, the plant owner. So does his boss, the customer. Up and down the line there are benefits for everyone concerned. That's what we mean when we say, "fine graphic arts equipment for everybody's profit."

HARRIS-SEYBOLD COMPANY CLEVELAND 5, OHIO

*Fine graphic arts equipment
for everybody's profit*

CONVENTION NEWS

As everyone should know by this time . . . two Direct Mail Conventions will be staged in Washington, D. C. at the Shoreham Hotel this rapidly approaching October. The first is the Mail Advertising Service Assn. Convention . . . starting Saturday, October 4 and ending Tuesday, October 7. Attendance at proceedings is limited to members. The complete program will be printed in the next Reporter . . . the September, annual pre-Convention, special issue.

Plans for the Direct Mail Advertising Assn. Convention are now shaping up rapidly under guidance of General Chairman Jim Austin (Capital Airlines), Steering Committee Chairman Boyce Morgan and Program Chairman Andy Gould (U. S. News). Ferd Nauheim has started his Attendance Promotion campaign. You'll read all about the other committees in September.

The program is nearly completed but we won't print it until all the names are available. Will be more than a hundred men and women participating either as speakers, chairmen or counselors.

The theme of the meeting will be "Bigger Benefits From Better Direct Mail." Registration desk opens Wednesday, October 8, at 8:45 A.M. The winners in the Annual Leaders Contest meet at 9 A.M. for breakfast and to receive their awards from judges. At 10 A.M. there will be an innovation. Local leaders of both MASA and DMAA will meet jointly to analyze and discuss the problems of staging "Direct Mail Days" throughout the country. During the first morning, the commercial and educational exhibits will open.

Luncheon at noon starts the formal program, with a big name speaker and the usual get-going hullabaloo. Afternoon session will be a discussion panel directed by Leonard Ray-

mond of Boston . . . with four representatives of management, agency, consumer and professional direct mail "examining" direct mail's effectiveness. Business meeting at 5 P.M. followed by the customary annual get-acquainted cocktail party.

The Nominating Committee, composed of Harry Porter (Harris-Seybold Company, Cleveland, Ohio), Leslie Davis (Wall Street Journal, New York, N. Y.) and George Staudt (Harnischfeger Corp., Milwaukee, Wis.) has announced a strong slate of Directors for the DMAA Board . . . to be voted on at annual meeting. We can include the list here. Six vacancies to be filled:

(1) May VanderPyl (Advertising Letter Service, Detroit, Mich.) . . . long active and respected in direct mail and Advertising Federation circles . . . a potential main-spoke for the 1953 Detroit Convention; (2) Ralph Curtis (Ross-Martin Co., Tulsa, Okla.) . . . formerly of New York and active in promoting better direct mail; (3) J. S. Roberts (Retail Credit Co., Atlanta, Ga.) . . . president of DMAA in 1936-1937 . . . selected to give the newer members of the Board the counsel of past experience; (4) Ray Strawbridge (Dickie-Raymond, Boston, Mass.) . . . former president of Boston Advertising Club, a sound thinker and potential sparkplug for the 1954 Boston Convention; (5) Larry Chait (Time, Inc., New York, N. Y.) . . . well-known for his many talks and his past performances as chairman of Speakers Bureau and Program Chairman for 1951 Convention; (6) Herb Buhrow (McGraw-Hill Book Co., New York, N. Y.) . . . who developed the widely acclaimed survey showing the need for a definite educational program for direct mail. Such a group should do much to pump new blood into DMAA veins.

Thursday morning will see a continuance of the successful "Circles of Information" . . . with twenty or more tables manned by counselors to answer questions on the *parts or things* connected with direct mail. Chairmanned by Helen Tarbox (George R. Bryant Co., New York, N. Y.) Luncheon time free for private parties. Afternoon will have two concurrent sessions. One devoted entirely to mail order; the other to direct mail case histories and better letters. At 6:30 P.M. the annual buffet supper and floor show. Private parties, as usual.

Friday morning . . . another innovation. Under chairmanship of H. C. "Hank" Henderson (McGraw-Hill Publishing Co., Direct Mail Division, New York, N. Y.). It will be something like Circles of Information, but different. Called "Market Place of Ideas." Instead of tables . . . separated booths around entire main ballroom. In each booth, one or more counselors skilled in applying direct mail to a specific division of business. The discussions will revolve around people rather than things. In other words, if you are in the insurance business, you go to Insurance Booth and talk to people with similar problems; if you are selling Food Products . . . you'll have a place to go. Some twenty or thirty different divisions of interest. An experiment to be watched. Has tremendous possibilities.

Friday noon . . . the final luncheon. Introduction of new officers. Another big name speaker. The afternoon program will be devoted entirely to the problems of small business and will be sponsored by the Washington Advertising Club. Chairmanned by Stuart Armstrong (National Radio Institute).

That's the end of the outline . . . as of press time for The Reporter. Full details next month.

These DMAA Conventions are always stimulating affairs. You get nearly as much benefit from just meeting people and swapping ideas as you do from the formal programs. The meeting in Washington will be *this reporter's* 29th Annual DMAA Convention. Wouldn't miss it! For those who don't know the ropes . . . here is the dope:

You do not need to be a DMAA member to attend. Everyone interested in direct mail is welcome. Price of

MAILING LISTS for Every Purpose

1500 DIFFERENT CATEGORIES

Airplane Owners	Fraternities
Alumni	Golfers
Architects	Govt. Employees
Authors, Writers	Home Owners
Boat Owners	Housewives
Brides	Installment Buyers
Broker	Mail Order Buyers
Business Executives	Mail Order Houses
Business Women	Manufacturers
Business (Stores)	Micropolitan Lists
Buyers	New Business
Car Owners	New Mothers
Catholic Buyers	Nurses
Charity	Office Workers
Contributors	Political Leaders
Church Societies	Professional People
Civil Service Lists	Purchasing Agents
Clubs	Religious Groups
Clubs & Dept.	Renters & Dept.
Associations	Stores
Club Members	Scientists
College Alumni	Sportsmen
Committeemen —	Stockholders
Major Political	Teachers
Parties	Teen-Agers
Contributors to	Television Owners
Political Campaigns	Top Salesmen
Preferred Contractors	Truckers
Dom. Owners	Veterans (Korean)
Engineers	Voters Registered
Factory Workers	Wealthy Men
Farmers	& Women
Fleet Owners	Wholesalers

Write on your business letterhead
for FREE Catalog

DUNHILL INTERNATIONAL
LIST CO., INC.

563 Fifth Ave., N.Y. 17, Plaza 3-0833

for fastest
Low-Cost
addressing



makes from

2 to 8 copies
with one typing

No Machines, No Stencils,

No Attachments

Use any typewriter!

Write for FREE sample

Penny Label Co.
9 Murray St.
New York 7, N.Y.
Please send me
FREE sample of
your TIME & LABOR
saving "CARBO-
SNAP" addressing
labels.

Name _____
Firm _____
Address _____
City _____ Zone _____ State _____

registration is \$35 for members; \$45 for non-members. Includes all meetings, luncheon, parties, etc. Wives of registrants, \$15. Single day registrations, \$15. You can register in advance by writing DMAA, 17 East 42 Street, New York 17, N.Y. Make

room reservations direct to Shoreham Hotel. Watch the September Reporter for more details. But plan to be in Washington. It is your one chance of the year to find out in personal contacts what others are doing to make direct mail work.

How to Keep Young With Direct Mail

Reporter's Note: Many months ago, we received a fascinating letter from subscriber E. W. Blow on the stationery of Casa Blanca Motel, 717 Hiway 101 (one-half mile from Del Mar Race Track), Solana Beach, Calif. He commented on The Reporter and offered some valuable suggestions. But what intrigued us most was his brief references about buying this motel as a hobby or experiment after retirement; how he installed Auto-typists to drum up business; how he jumped in to use direct mail to revitalize the California Motel Association; how he was branching out to help other businessmen to use direct mail to reactivate lost customers. So... we wrote and asked for more details. Wanted to find out what caused all this fire and enthusiasm. Hope you'll agree that his is one of the finest personal case histories ever printed in The Reporter. Memo to Verne Child (who sells Auto-typists out there in California): How about you and Vera driving "E. W." and Marian Blow to the Washington Convention? What a testimonial!

At last, Henry Hoke...
I am getting down to answering
your letter.

Yes, I do go back to the old days in DMAA. I came out to California first in 1910, but went back to Chicago in 1915. It was in 1916 and 1917 I attended an advertising class conducted by some of the agency men in that city. Jewel F. Stevens was one of the instructors. He had his own agency which is still going strong. Jewel and I have kept in touch with each other over the years.

In 1920 we (my wife and I) went to Florida for our boy's health. While there I was secretary of the Chamber of Commerce at Tarpon Springs. The organization had not done much, but I reorganized it and made a going organization of it. We brought in a lot of people for the winters. This was done largely through direct mail.

The fall of 1924 I went with the

Multigraph Company as salesman. Two years later I became division manager. This was at Spokane, Washington. In 1927 I was transferred to Portland, Oregon. All the time with the Multigraph Company I used the mails consistently to get business. Consequently, my division was near the top right along. I was a winner in a number of contests.

We came down to California in 1932 to our daughter's graduation and we decided to remain. I opened a camera store in Whittier. The camera had been my hobby for twenty years. This was right in the midst of the depression. But the business grew and grew until we decided to retire in 1945.

From 1945 to 1950 we traveled over the United States, Mexico, Canada and spent six months with our car in Europe. This was a photographic trip. We had the time of our lives. 1949 was free from rain, the trip was a grand success and we have happy memories of those days.

On our return from Europe, I decided to get back into business. A little later in 1950 we bought the Casa Blanca Motel as an investment and to prove that a well managed motel could be a fine paying business. We have proved it. We have upgraded the motel and it now has a fine reputation for cleanliness, comfort and convenience. It is one of the best motels between San Diego and Los Angeles. We have added so many acceptable features that it has become an outstanding motel.

I write to most of our guests letters of appreciation and selling. The Auto-typist serves me well, for all letters have personal touches in them. I write to the doctors, dentists, lawyers and other professional men to get

them to take time off and relax at the Casa Blanca. Pays, too!

You see, I am nearly seventy, but my wife and I keep young by new adventures. We have had a lot of fun upgrading this place and having the approbation of the public.

Now I am going back to my old love . . . writing letters. I am organizing to offer a service for the cultivation of customer relations . . . the creating of goodwill through letters of appreciation to customers. It will have as its basic idea a customer audit to determine possibilities for cementing relations of customers and for increased sales to customers.

All through the years I have used direct mail, especially letters. I have seen business grow and increase. Above all I have found it very profitable. Newspapers and radio have been tested. They have not given the return that I have been able to secure through the use of the mails.

When I began my letter-writing career in Chicago in 1917, I little realized how it would be a valuable asset down through the years. I couldn't see what it would do to make my work more profitable. Looking back, I can see how letters have been a means of bringing in business that otherwise would not have been realized.

You ask for the names of concerns I have served. Most of them were back in teens and 20s. The names of many have slipped my memory. I used to work with optometrists a great deal. Welsh's Markets in Spokane reaped some fine business from my letters and direct mail.

My business in Whittier was largely built on letters. It was a very successful operation.

As I believe I wrote to you, I have had better than 60 percent acceptance of the letters that I have submitted to The Sales Letter Round Table of SALES MANAGEMENT MAGAZINE. I didn't miss a month for the first six months I was a member and won a \$10 award one month.

I enjoy The REPORTER very much and look forward to its arrival each month. The DMAA now bears my name as a member. I hope to get to Washington for the convention.

There is one thing that I know and that is that direct mail, properly prepared, can do marvels at times. It can do a steady pulling job right along. For me, it has been the most profitable medium I have used.

(signed) E. W. Blew

TIP! We here at The Reporter are receiving more and more requests to recommend competent agencies, copywriters, artists who can turn out anything from a series of letters to taking over entire promotions. If you can provide the service, let us know about it. You might also put a listing in The Direct Mail Directory (Page 33).

LISTS

that sell more, faster
Industrial List Bureau
45 Astor Place, New York 3, N.Y.



YOU be the JUDGE

of these "blue ribbon" values
in Direct Mail Equipment!

A good judge of value will recognize this opportunity to obtain dependable rebuilt direct mail equipment at savings of hundreds of dollars.

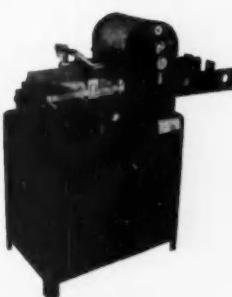
Each machine has been completely rebuilt by mechanics trained in modern factory methods and is guaranteed to be the equal of new in appearance and performance. Yet each machine is priced far below the cost of new equipment. Remember . . . for the best value, everytime, in direct mail equipment . . . it will pay you to contact us first.



MODEL 2066 MULTILITH

14x20, with Davidson Suction Feed. Complete with "extras." Speeds up to 6000 sheets per hour. Completely rebuilt — fully guaranteed.

\$1950



MIMEOGRAPH

Model 92 \$425

Fully automatic machine that's easy-to-operate. Takes postcards to 8½" x 14" sheets. Accurate registration. Automatic inking. Finished in "Hammertone" Grey.

Also Available at Low Prices:

All model Mimeographs, Elliott Addressers, and new and used Ditto Duplicators.



ADDRESSOGRAPH

Model 2200 \$275

Electrically operated. Ten times faster than fast typist. Addresses envelopes, cards, circulars at speeds up to 1500 impressions per hour. Takes full tray of plates at a time.

ALSO: Savings on all models of Addressograph machines, Graphotype and Speedamat equipment, Addressograph Frames and Cabinets, Postage Meters and Sealing Machines.

Addressing Machine & Equipment Co.
326 Broadway, New York 7, N.Y. • HA 2-6700

THE ELEPHANT STORY

Results of a 4-Way Test to Secure Inquiries

By Alan Dugdale

Reporter's Note: Thanks to Alan Dugdale for this interesting report of a conclusive test. Alan, as many of you know, is the son and partner of sound-thinking George Dugdale of Drumcliff Advertising Service, Towson 4, Maryland. Here is a logical approach to the problem of increased costs. Instead of fooling around with marginal or sub-marginal lists (as some experts have suggested) find out what works best on primary lists in developing inquiries which can be turned into profitable sales.

A test mailing was released on December 2, 1951 to determine a course of procedure to be followed after the price of government postal cards advanced to 2¢ on January 1 and after third class postage advanced to 1½¢ after July 1.

Four lots of 2,000 each were mailed to portions of the same list. The message card was identical in all cases, being printed from the same plates.

Lot "A" — 2,000 government postal cards. Prospect was required to supply his own envelope and postage to make inquiry.

Lot "B" — 2,000 same message card, printed on plain stock with indicia for bulk mailing. Prospect required to supply envelope and postage to return.

Lot "C" — 2,000 same message card, bulk mailing. Business reply card attached.

Lot "D" — 2,000 same message card bulk mailing. Reply card attached requiring 2¢ postage to mail.

The purpose of the effort was to secure inquiries to be converted into buyers and developed for repeat sales, but a quota was set up to establish a "break even" point that would cover

the entire cost of securing inquiries plus follow-up to convert.

All four of the mailings exceeded the quota established. The double cards exceeded their quotas by 100%.

The tabulation shows little difference between results from the indicia form as compared with the government postal card. The double cards produced a much heavier volume of inquiries and a somewhat lower ratio of conversion but the two double forms produced 63% more customers than the single form and 77.2% greater dollar sales.

On a cost basis there was little choice between the government postal card and the indicia form. The rate of conversion of the inquiries produced by the two forms was almost identical.

The business reply form produced more inquiries than the form requiring postage be paid by the inquirer but the ratio of conversion was slightly lower.

Inasmuch as the business reply card pulled 86 more inquiries than the card requiring a 2¢ stamp at an added cost of only \$18.21 for postage due on 607 inquiries, these 86 inquiries cost an average of 21¢ each. It is also probable that additional follow-up will convert additional customers and that the gap in the conversion ratios of single cards against double cards will be partially, if not completely, closed. The reasonable conclusion, therefore, is that the double card with business reply form is the proper selection for additional mailings.

	No. mailed	Inquiries Recd.	Orders Recd.	Rate of Conversion
"A" — Postal card	2,000	282	72	25.0%
"B" — Indicia card	2,000	245	60	24.5%
"C" — Bus. reply	2,000	607	114	18.8%
"D" — Unpaid reply	2,000	521	101	19.4%

When this reporter appeared in Boston at the Annual Convention of the National Tuberculosis Association, we had a spirited question-and-answer session. One attractive young lady in the rear of the hall asked: "Is it necessary to continually change our copy? Or in other words . . . how long should we continue to use a letter which has proved successful?" I replied facetiously: "You can continue using a successful solicitation letter at least until you are a grandmother."

And then I gave Kenneth McFarland's pitch about elephants. In our advertising, in our direct mail, we are not talking to a static, fixed audience.



We are talking to a *parade*. Your piece of mail directed to an old-timer may reach the eyes of some young person just starting in, who has never before heard of you or your company. You may think you are known by everyone, but every year there's a new crop of more than two million pair of eyes which have never seen an elephant.

Mary Maier of the Michigan Tuberculosis Association, 403 Seymour Ave., Lansing 14, Mich. heard the talk and discussion in Boston. After she got home, she sent us a copy of the annual report of her organization for the fiscal year 1940-1941. We are reproducing the first inside page which was printed in two colors (second color was shadow behind elephant). So that you don't strain your eyes too much . . . here's the copy:

2 MILLION AMERICANS HAVE NEVER SEEN AN ELEPHANT!

"That's why the circus will come back next year. To you—old stunts, boring clowns, smelly animals. But before they return again, two million new Americans will have arrived in our land. To them the circus is new adventure. To them the elephants are never-before-seen, fearsome beasts—two million Americans next year who will never have seen an elephant. And in that same interval, a million boys will reach the girl-crazy stage

and start shaving the fuzz off their chins for the benefit of another million young women suddenly become acutely clothes and cosmetic conscious. Another two million folks will up and get married—start new homes, buy new furniture, new dishes, new linens. Yesterday they "weren't interested," today they are—and tomorrow other people will be. In the coming year these millions of "new" Americans must be taught to protect themselves against tuberculosis. That's why the educational work of the Christmas seals is never done."

* * *

That copy contains a powerful sermon on the need for continuous advertising . . . on the necessity of constantly explaining who you are, where you are and what you are. You are talking to a parade . . . not an audience.

A WORD ABOUT LETTERS

Reporter's Note: We found the above tongue-in-cheek advice about writing in the always interesting bulletin called "Mailway," published occasionally by The St. John Associates, Inc., 75 West 45 Street, New York N. Y. It's not only good advice . . . it's good writing.

We're all natural born writers—that's obvious, of course. Everything we touch (or type) reflects our Chestfieldian grace, our Shavian wit, our almost unbelievable agility with words and phrases. We're masters of the mot juste, connoisseurs of the cliché.

Our letters to relatives and friends are saved for posterity. Our notes to family and children cause wives to turn off their radio—and children to throw away their Hans Christian Andersen or Uncle Wiggly. And when we turn our hands to writing business and sales letters (and all promotion for that matter) a star is born.

But somewhere, between the dawning of a thought and arrival (typed with three carbons) of our copy, many strange things have happened. The great idea has been drowned in lukewarm adjectives, submerged in passive verbs. Our meanings have been watered down by platitudes of the worst sort, our timing destroyed by hesitation and redundancy, our point lost by default.

Surely, you will ask now, can things

be as bad as all that? And the answer is, fortunately, not always. In fact, the direct mail we write could be better than ever (and more often) if we keep a few things in mind whenever we sit down to stare at those typewriter keys.

A letter is only a letter. It's conversation in print—with one big difference.

The talk only goes one way. So you have to answer *all* the questions that might arise in the reader's mind, as you go along. You have to stick to your one purpose in writing that letter—and make every line back up that purpose clearly and convincingly.

Then remember that copy, like conversation, must be interesting. It requires rhythm, poise, inflection, emphasis, tone. To get those effects you simply use (with discretion) spacing, exclamations, short lines, underscores, caps, etc.—and above all the wonderful rhythm of words themselves.

Lastly, copy must be alive, but never arrogant. It must be polite, but affable, strong but sincere. It should start with a common thought, end on a friendly note, leave with a good impression.

That's all there is to it. You then just weave in a little Chesterfield, thread in some Barnum, highlight your words with Shavian wit—and then let your mailing house give it the good treatment it deserves.

UNTANGLING A MISUNDERSTANDING

In the April 1952 Reporter, we ran the following Short Note:

TRICKY OFFERS are irritating a lot of people. One indignant and annoyed secretary wrote us recently describing her experience. The letter which caught her eye had one of those "tested", sure-pull openers about a valuable free booklet and the writer assured the reader . . . "I would like to send you a copy with my compliments." The secretary thought her boss would like the booklet. Only when she was signing the return card did she discover in small print that it was an order for a \$24. annual service. The letter completely evaded the price subject. We agree with the annoyed secretary. This kind of

selling is too tricky. It is not honest. It may get a high percentage of response, but what about the loss of good will among the non-responders?

Although we deliberately withheld the name of the company using this approach (because most of their work is beyond reproach), the advertising manager spotted the item and sensed he was the target.

He wrote an indignant and blistering, two-page letter. How did we know people are being irritated? How many are irritated? Have we made a statistical survey? Why pick on him when everyone is using premium offers? If we don't like premium offers, why does The Reporter use premiums to get new subscribers? Or is Garden City operation so big now that right hand doesn't know what left hand is doing? Etc., etc., etc.

The critic of our criticism missed the point entirely. We do not criticize just to fill space, or to be funny. We don't need a statistical survey to determine if people are being irritated by high-pressure, tricky (not clear) offers. Our daily mail tells us the story. We hear it constantly in our travels around the country. We hear it at conventions. Read about it in other magazines. People ARE irritated with misleading advertising.

The letter we criticized in the April issue studiously avoided the cost of getting the offered premium. The cost was not mentioned until the secondary print in the order card. That was what the secretary objected to. We agreed.

And we are definitely not opposed to premium offers . . . if they are honest and explained without hokum. Premiums are valuable for getting new customers. The best premium: (1) one that is supplementary to or ties in with the product or service being offered; the next best, (2) a product which will be useful or helpful in the recipient's work; and (3) the least effective—an outright gift, but unrelated to product or service offered.

The Reporter, in offering a premium, always uses (1) above—a booklet of reprints from The Reporter. Supplementary to The Reporter. Tied in with the service offered by The

SOURCES OF SPENDING POWER **PONTON'S** **DIRECT MAIL LISTS**

260,000 MANUFACTURERS,
PLANTS, INDUSTRIALS 750,000 WHOLESALERS,
JOBBERS, DISTRIBUTORS 1,400,000 RETAILERS,
TRADE SELECTIONS 500,000 SERVICE COMPANIES

Write Dept. "R"
for FREE
Catalog

W. S. PONTON, Inc., 50 East 42nd St., New York 17, N.Y.

Phone: MURRAY Hill 7-5311

Listo-Trado



CLASSIFIED ADVERTISING

Rates: \$1.00 per line—minimum space 3 lines. Help and Situation Wanted Ads—50c per line—minimum space 4 lines. Write The Reporter, 53½ Hilton Ave., Garden City, N.Y.

ADDRESSING

OUR LISTS ARE FREE

Retailers - wholesalers - manufacturers
Banks - churches - institutions
We charge only for addressing
SPEED - ADDRESS KRAUS CO.
48-01 42nd Street
Long Island City 4, N.Y.

Envelopes, postals, addressed, type-writing, advertising stuffed, sealed, stamped and mailed, reasonable rates. Central Advertising Service, 1824 Cambridge Ave., Sheboygan 3, Wis.

ADDRESSING — TRADE

M. Victor—Addressing for the Trade
Rapid Service - Unlimited Quantity
Large Staff of Expert Typists
130 Flatbush Ave. Brooklyn 17, N.Y.
STERLING 9-8003

ADDRESSOGRAPH PLATES

Speedumatic plates embossed, three-line, on genuine Addressograph Alloy. \$30 per thousand complete. Write for quantity discount.

Advertisers Addressing System
706 Chestnut St. St. Louis 1, Mo.

ADVERTISING AGENCIES

SELL YOUR PRODUCT WITH pulling
mail order, agent ads.

We show you how.

Martin Advertising Agency
15P East 40th Street, N.Y. 16, N.Y.

DO YOU MAIL TO SHORT LISTS?

You can afford better styling, better copy even on small-scale direct mail efforts when you get big-league help from Ad Scribe, North Canton, Ohio. Write for work-by-mail Folio 78.

ENGRAVERS

CUT RISING PRODUCTION COSTS with savings on photo-engravings. Over 500 agencies, industrial publications, and direct mail users save 10% - 30% on engraving from Basil Smith System, 10th & Cherry, Philadelphia. Write for latest price folder.

GOVT POSTCARD SPECIALTY

single, 2 colors, printed 1 side, \$4.50 per M in 5M lots. 1 color \$3.25 per M. Will quote on smaller or larger runs. Bel-Thomas Ptg. Co., 223 Irving Ave., Box D, Brooklyn 37, N.Y. Or call Glenmore 6-1246 for quick information.

MAILING MACHINES

Hand and Electric Addressographs. Graphotype Models 6340 and 6280. **BARGAINS ON ADDRESSOGRAPH TRAYS.** Elliott addressing machines. Models 800-1500 & 3000. 27-53 drawer cabinets. **SAVER & WALLINGFORD**, 147 West Broadway, New York 13, New York. WOrth 4-0520.

OFFSET CUTOUTS

Promotional headings, illustrations, cartoons, symbols, borders, panels, holiday art, type fonts, decoration, for offset reproduction. Most complete service in U.S. Free descriptive booklet. A. A. ARCHBOLD, Publisher, 1209-K S. Lake St., Los Angeles 6, Calif.

HELP WANTED

TO A COPYWRITER WHO WANTS TO COME TO BOSTON

Somewhere there's an experienced copywriter who can find a good spot in the Boston office of this nationally known advertising firm. To fill an opening created by increased business, we need an addition to our present staff of sixteen talented creative people. This means a writer—not just an idea-man. A man who has what it takes to turn out copy for some of the biggest names in American business.

The person we have in mind probably is working now for a small or medium-sized agency. Or maybe for a manufacturer. Perhaps he's a native New Englander who'd had enough of New York, Chicago or wherever, and now wants to "come back home."

He won't be expected to double in brass as an artist, but if he's creative visually as well as verbally, that will count in his favor. And to balance against the older members of our staff, a man between 25-35 would be ideal. Please don't apply unless you can move to Boston (or live here now). And don't send samples. Just write in detail about your background, experience, and salary requirements. But don't put it off—because if you're the man we've been looking for, we'd like to pass the papers soon. Box 41, The Reporter, Garden City, New York.

LIFETIME OPPORTUNITY

for experienced couple to lease profitable, well-established Lettershop. \$3500 down, plus \$500 monthly for 3½ floors of complete equipment and facilities. Easy \$20,000 minimum volume exclusive of postage. Interview by confirmed appointment only. Benton Business Bureau, Morristown, New Jersey.

PRINTING

"Listen, Son," said Pop, "If you take care of the little jobs the big jobs will take care of you." Pop was right. Those little printing orders that nobody else wants are welcome at The House of Dyal, so dial DYAL for Printing—**ORchard 4-0623**, Paul Dyal, 30 Irving Place, New York 3, N.Y.

SITUATION WANTED

Sales Promotion. 12 years successful direct mail experience, largely in publishing and retailing. Complete charge writing, production, lists, mailings, administrative detail correspondence. Part or full time. Box 43, The Reporter, 53½ Hilton Avenue, Garden City, New York.

Reporter. But we defy anyone to show us a letter mailed by The Reporter which attempted in any way to cover up the fact that a string was attached to the premium offer. The string being a subscription. Maybe we are supersensitive... but in a recent subscription offer we warned the reader twice in the letter and once more on the return card that the premium booklet was offered only with new subscriptions.

Perhaps being honest and clear lowers the immediate returns. But in the long run it can't do much damage. Deceptive offers may pull more immediate returns from confused people... but what about the loss of good will among the people on the list who are irritated? That was the basis for our criticism.

We followed up our April Short Note with a full-page article in May, titled "What's Eating You?" Again we criticized deceptive offers and the flood of high-pressure mail selling constructed with boring sameness.

The May article has been commented on and reprinted widely. Among the best of the comments was this one from our old friend Bertram Lewis, Hunt Building, Litchfield, Conn.

"Have just read with much appreciation "WHAT'S EATING YOU" in the May issue. It's not only direct mail that has gone haywire. The whole advertising profession is in a state of acute aberration. And public cynicism is at a peak. The advertising dollar today buys about three cents' worth of conviction. What ails us all?"

And that hits the nail on the head... "What ails us all?" In our frantic efforts to make a showing with the top-brass; to increase percentages... we are forgetting all the rules of clean selling. We are pulling out of the bag of tricks... all the phony, deceptive phrases which if continued will cause the public to become suspicious of all mail appeals.

Added Note: Congratulations to the Advertising Federation of America for passing at its recent New York Convention a strong resolution condemning misleading and deceptive advertising. Calling for Greater Truth in Advertising... not just truth.

The September Reporter may (we hope) clear up a lot of doubt and misunderstanding about direct mail readership; direct mail pulling power; its wide range of purposes and results. We are devoting the entire issue to that one purpose; a complete research report to management.

DIRECT MAIL DIRECTORY

LISTINGS ONE LINE PER ISSUE, \$10.00 PER YEAR

ADDRESSING

Archer Business Services	5054½ Archer Ave., Chicago 32, Ill.
Clear Cut Duplicating Co.	120 Greenwich St., New York 6, N.Y.
Creative Mailing Service	460 No. Main St., Freeport, N.Y.
Fair Mail Service	417 Cleveland Ave., Plainfield, N.J.
Ster Typing Service	45-21-162nd St., Flushing, N.Y.

ADDRESSING MACHINES

Saver & Wallingford	147 West Broadway, New York 13, N.Y.
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ADDRESSING TRADE

Shapins Typing Service	69-11 Roosevelt Ave., Woodside, N.Y.
M. Victor	130 Flatbush Ave., Brooklyn 17, N.Y.

ADVERTISING AGENCIES

Institute of Sales Promotion	131 Lafayette Street, New York 13, N.Y.
Martin Advertising Agency	15PA East 40th St., New York 16, N.Y.

ADVERTISING AGENCY PERSONNEL DIRECTORY

McGraw-Hill Pub. Co., Inc.-Sales Service	330 W. 42nd St., N.Y. 36, N.Y.
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ADVERTISING ART

John Guthrie	1345 Green Court, NW, Washington 5, D.C.
Raymond Lufkin	116 West Clinton Ave., Tenafly, N.J.
Trakpus Art Studio	349 Tenth St., Moline, Illinois

AUTOMATIC TYPEWRITERS

Amer. Automatic Typewriter Co.	610 Carpenter St., Chicago 22, Ill.
Kobotyper Corp.	125 Allen St., Hendersonville, No. Car.

AUTOMATIC TYPEWRITING

Ambassador Letter Service Co.	11 Stone St., New York 4, N.Y.
Arrow Letters Corp.	307 West 38th St., New York 18, N.Y.
M. E. Gisham	140 East 45th St., New York 17, N.Y.

BOOKS

The Art & Technique of Photo Engraving, Noran Engraving Co., N.Y. 1, N.Y.	
Art for Reproduction	Repro Art Press, 80 5th Ave., New York 11, N.Y.

BUSINESS CARD SERVICE

Bel-Thomas Printing Co.	223 Irving Avenue, Brooklyn 37, N.Y.
R. O. H. Hill, Inc.	270 Lafayette Street, New York 12, N.Y.

CATALOG PLANNING

Catalog Planning Co.	58 Park Avenue, New York 16, N.Y.
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COPYWRITERS (Free Lance)

Leo P. Bott, Jr.	64 E. Jackson Blvd., Chicago 4, Ill.
Orville E. Reed	First National Bank Bldg., Howell, Michigan
John Yeargan	442 East 20th St., New York 9, N.Y.

DIRECT MAIL AGENCIES

Homer J. Buckley	57 East Jackson Blvd., Chicago 4, Ill.
Duffy & Associates, Inc.	918 North Dearborn Street, Milwaukee 2, Wisconsin
Frederick Gymn	2123 East 9th St., Cleveland 1, Ohio
Institute of Sales Promotion	131 Lafayette Street, New York 13, N.Y.
Mailograph Co., Inc.	39 Water Street, New York 4, N.Y.
Proper Press, Inc.	129 Lafayette Street, New York 13, N.Y.
Reply-O Products Company	150 West 22nd St., New York 11, N.Y.
John A. Smith & Staff	11 Beacon St., Boston 8, Mass.
Carl G. Vienot, Inc.	134 Summer St., Boston 10, Mass.
Phillip J. Wallach Company	220 Fifth Ave., New York 1, N.Y.

DIRECT MAIL EQUIPMENT

The Adamm Company	250 Third Avenue, New York 10, N.Y.
Addressing Machine & Equipment Co.	620 Broadway, New York 7, N.Y.
B. H. Bunn Company	7605 Vincennes Ave., Chicago 20, Illinois

Sloves Mechanical Binding Co., Inc.	601 West 26 Street, New York 1, N.Y.
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ELLIOTT STENCIL CUTTING

Clear Cut Duplicating Co.	120 Greenwich St., New York 6, N.Y.
Creative Mailing Service	460 North Main St., Freeport, N.Y.
Spots Mailing Corp.	2388 University Avenue, St. Paul, Minnesota

ENVELOPES

American Envelope Mfg. Corp.	26 Howard St., New York 13, N.Y.
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The American Paper Products Co.	East Liverpool, Ohio
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Atlanta Envelope Co., Inc.	1700 Northside Drive, P.O. Box 1257, Atlanta 1, Georgia
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Colombia Envelope Co.	2015 N. Hawthorne Ave., Melrose Park, Ill., Chicago 20, Ill.
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Samuel Cupples Envelope Co., Inc.	360 Furman Park, IL, Chicago 20, Ill.
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Direct Mail Envelope Co.	15 West 20th St., New York 11, N.Y.
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Garden City Envelope Co.	3001 North Rockwell St., Chicago 18, Ill.
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General Envelope Company	23 South St., Box 654, Boston 2, Mass.
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The Gray Envelope Mfg. Co., Inc.	55-33rd St. Brooklyn 32, N.Y.
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Heco Envelope Company	4500 Cortland St., Chicago 39, Ill.
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McGill Paper Products, Inc.	501 Park Ave., Minneapolis 15, Minn.
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Massachusetts Envelope Co.	641-643 Atlantic Ave., Boston 10, Mass.
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Sheppard Envelope Company	1 Envelope Terrace, Worcester 4, Mass.
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The Standard Envelope Co., Inc.	1600 30th St., Newark 14, Ohio
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Tension Envelope Corporation	500 1/2 Fifth Avenue, New York 36, N.Y.
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Tension Envelope Corporation	19th & Campbell Sts., Kansas City 8, Mo.
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Tension Envelope Corporation	500 Southwest Ave., St. Louis 10, Mo.
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Tension Envelope Corporation	123-129 N. Second, Minneapolis 1, Minn.
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United States Envelope Company	1912 Grand Ave., Des Moines 14, Iowa
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The Wolf Envelope Company	Springfield 2, Mass.
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ENVELOPE SPECIALTIES

Columbia Envelope Co. 2015 N. Hawthorne Ave.	Melrose Park, Ill., Chicago, Sub.
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Direct Mail Envelope Co., Inc.	15 West 20th St., New York 11, N.Y.
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Garden City Envelope Co.	3001 North Rockwell St., Chicago 18, Ill.
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Hodes-Daniel Co., Inc.	352 Fourth Avenue, New York 10, N.Y.
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The Sawdon Company, Inc.	480 Lexington Ave., New York 17, N.Y.
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Tension Envelope Corporation	Ivin & Campbell Sts., Kansas City 8, Mo.
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L. P. MacAdams, Inc.	301 John St., Bridgeport, Conn.
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Potdevin Machine Company	1281 38th St., Brooklyn 18, N.Y.
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Penny Label Company	9 Murray St., New York 7, N.Y.
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IMPRINTERS - SALES LITERATURE

Bel-Thomas Printing Co.	223 Irving Avenue, Brooklyn 37, N.Y.
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Lutz & Sheinkman	421 Hudson Street, New York 14, N.Y.
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Montclair Business Service	One The Crescent, Montclair, N.J.
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Paradise Printers and Publishers	Paradise, Pennsylvania
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Proper Press, Inc.	129 Lafayette Street, New York 13, N.Y.
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LABEL PASTERS

301 John St., Bridgeport, Conn.	
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LABELS	9 Murray St., New York 7, N.Y.
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MAIL ADDRESSING STICKERS

Spots Mailing Corp.	2388 University Avenue, St. Paul, Minnesota
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MAILING SERVICES

Woodington Mail Adv. Service	1304 Arch St., Philadelphia 7, Pa.
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MAILING SERVICES

Benart Mail Sales Service, Inc.	228 East 45th St., New York 17, N.Y.
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MAILING SERVICES

Century Letter Co., Inc.	48 East 21st St., New York 10, N.Y.
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MAILING SERVICES

Coddi Advertising Service	607 East Van Buren, Phoenix, Ariz.
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MAILING SERVICES

A. W. Dicks & Co.	386 Victoria St., Toronto 2, Ont., Can.
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MAILING SERVICES

Fair Mail Service	417 Cleveland Ave., Plainfield, N.J.
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MAILING SERVICES

The Lemarie Company	232 Logan Boulevard, Chicago 47, Illinois
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SHORT NOTES DEPARTMENT

(Continued from page 11)

Service for printing a gag (13 1/4 x 5 1/2 inch) 100 buck black gold certificate drawn on "The Magnificent State of Texas." The Secret Service claimed it looked too much like U. S. currency in spite of the difference in size. Luke had already sold three million of them for various promotional stunts. The follow-up is that the Secret Service finally let Luke go ahead after he re-arranged the design and substituted Stephen Austin's picture for George Washington's. If you want to get a sample of this gag which upset the Secret Service, write to Luke.



□ SPEAKING OF COUNTERFEIT MONEY... did you know that you can obtain an automatic counterfeit bill detector? It is called a Spuriscope. The original patented, moulded-plastic device, resembling somewhat the dial face of a telephone, is priced at \$5 per copy and is being used by more than five thousand banks, hotels and stores throughout the nation. But a miniature, inexpensive Bristol board model has

been designed by the Economy Novelty & Printing Co., 225 West 39 Street, New York, N. Y. Accompanying the miniature is a 16-page, 3 1/4 x 6 inch booklet explaining all the methods of detecting counterfeit money. Write to Al Hirschfield. He has promised this reporter to send a free sample of both the Spuriscope and the booklet to any reader of this magazine. The darn thing actually works. You dial the serial number on any bill and the resulting code in an open window shows whether the bill is counterfeit or good. Seems like it would be an ideal "gadget" for use in some promotions. Combination booklet and Spuriscope can be purchased for as low as 14¢ in quantity.



□ THE NATIONAL BETTER BUSINESS BUREAU is constantly on the job to clean up advertising... but it also tries to take a logical, middle-of-the-road position. And it does not always approve of governmental rulings. Write to the NBBB at 405 Lexington Ave., New York 17, N. Y. and get a copy of the July 1952, 8-page bulletin. Contains a complete analysis of the Federal Trade Commission's ruling on the use of the word "free." The NBBB



□ DIRECT MAIL was well represented at the Seattle, Washington 49th Annual Convention of the Advertising Association of the West (representing 11 western states and 45 advertising clubs). DMAA Director Milton Bell, Lila Casady, Jerry Cone and others arranged for an all-western direct mail award contest and display. The direct mail booth at the convention showed fourteen outstanding campaigns illustrating a wide range of activities... from those using simple post cards to elaborate broadsides. All tied in with the "49 Ways to Use" theme. If any local groups should be interested in staging a similar regional shindig, get in touch with Lila Casady at Mail Advertising Bureau, 209 Seneca Street, Seattle 1, Wash. for details about publicity, exhibit, contest, etc.

challenges the Commission's interpretation of the word. It explains why advertisers should be able to use the word when the offer is clearly non-deceptive. This bulletin should be must reading for every advertiser.



□ FIRST TIME we have heard of a house magazine being printed in a newspaper. Martin Vogel of Gotham Hosiery Co., Inc., 200 Madison Ave., New York 16, N. Y. sent us a clipping from Women's Wear Daily. Told about the experiment of the H. C. Prange Co. department store in Green Bay, Wis. Instead of distributing a company publication to the 500 employees... once a month, on a Thursday, the company uses four one-quarter pages scattered through the Green Bay Press-Gazette... each space a numbered page in the house magazine. The four pages together make an interesting story with pictures of the activities of the store's personnel. Interesting experiment even if it isn't direct mail.



□ A NEW ADDRESSING SYSTEM is on the market. Called... Scriptomatic. Manufactured by Scriptomatic, Inc., 300-316 N. Eleventh St., Philadelphia 7, Pa. Write to W. F. Fisher, Jr. for booklet which describes the system. Master list is typed on special Bristol card with carbon impression on back. Cards are then run through machine (various models available) which transfer reverse carbon by hectograph (spirit duplicating) process to envelopes with speeds up to 6,000 per hour. Ten thousand of light weight master cards can be stored in a standard office filing drawer.



□ THE NEXT REPORTER will be our Annual Convention Issue. If all the pieces can be fitted together in time... it will be a whopper! Best ever, etc! Should reach all of you a week or ten days before the big shindig in Washington, D. C. Remember the dates: Mail Advertising Service Assn. 31st Annual Convention from October 4 to 7 (for direct mail producer members or prospective members only.) The Direct Mail Advertising Assn. 35th Annual Convention from October 8 to 10. Open to everyone with the registration price. Both are scheduled at the beautiful and spacious Shoreham Hotel. If you haven't made room reservations... get busy quickly. The Reporter staff moves in on Saturday, October 4 and will be there till the final curtain. If any of us can help in any way to make your attendance more profitable or enjoyable, feel free to visit our suite. Door always open.

• MEMO:

From:

The Reporter of Direct Mail Advertising

To:

Direct Mail Producers and Suppliers Everywhere

THERE ARE THREE GOOD REASONS WHY YOU'LL
WANT TO ADVERTISE IN OUR COMING CONVENTION ISSUE

1 Washington will be the scene of the 35th Annual Conference of the Direct Mail Advertising Association and the 31st Convention of the Mail Advertising Service Association. From an industry standpoint, it will be an opportune time to make a big splash . . . show Washington that direct mail is as big as it really is . . . a billion dollar medium used by nearly every, single business in this land of ours.

2 The Conferences will draw an enormous crowd of idea seekers, which means more than normal circulation for the Feature Issue . . . over 6000 copies (rates based on 5000). Copies will be on hand at both MASA and DMAA shows.

3 Reporter editorial will again be devoted entirely to a single subject. It will be based on a six months' study of business, . . . will show how well direct mail is seen and read by recipients, its importance to business in dollars and cents, how much is being spent in specific cases. Its far-reaching objective is to give a report to management on the still untapped power of direct mail. For the "doers" in direct mail the feature will be a field-day for ideas.



Closing date is August 20th. Magazines will be mailed on or before September 12th, to reach our 5400 subscribers a week before they leave for Washington. Regular rates apply. It's not too early to make space reservations, so do something about it now!

Hilton Avenue

Garden City, New York

THE REPORTER OF DIRECT MAIL ADVERTISING

The only magazine of Direct Mail Advertising

1. GENERAL ADVERTISING

SPACE	1 Time	6 Times	12 Times
Full Page	\$190	\$180	\$170
Two Thirds Page	150	140	130
One Half Page	120	115	110
One Third Page	100	90	80
One Sixth Page	50	45	40
One Inch	10	10	10
Back Cover	250	225	200
Center Spread	425	390	365
Bleed page . . .	\$15 additional. Color . . .		
\$45 each additional color . . .	each additional page in same form \$15. Preferred position . . . \$15. Insert . . . page rates apply . . . add \$50 for back-to-back. Promotional		

2. CLASSIFIED

- a. Rates for "wanted"—5
- b. Rates for or \$1.00 per . . . 12 times, 75 3 lines.

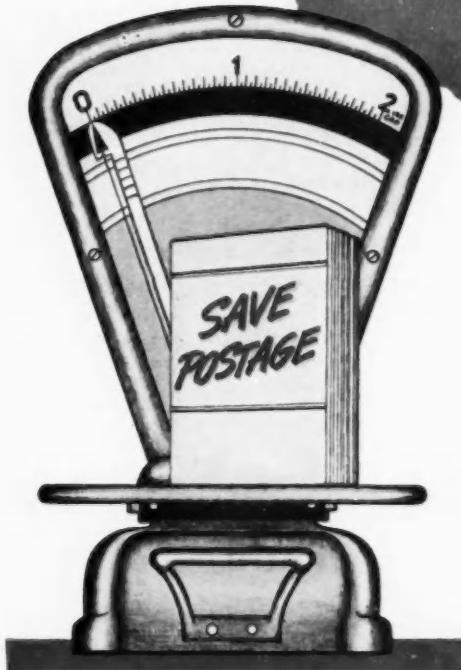
3. DIRECT MAIL

Listings: 1 line p

4. COMMISSION

- a. Agency commi
- b. Cash discount
- c. Cash discount of . . .

**NOW... A NEW MEMBER
HAS BEEN ADDED TO THE TEAM!**



You'll **SAVE** postage with **NEW 60 LB.**
TICONDEROGA TEXT, get more pieces per pound
on 3rd class bulk mailing.

This new **60 LB. TICONDEROGA TEXT**
is available in:

- Plain Edge Only
- Laid Finish Only
- Envelopes to Match
- Brite and Cream Whites
- Seven Pastel Colors

TRIMMED FOUR SIDES on all plain edges of the
60 LB.—70 LB. and the Coverweight. The 70 LB. deckle edge
is trimmed on the plain ends.

60 LB. **TICONDEROGA TEXT** is now at your distributor's
(along with the ever-popular 70 LB. deckle edge,
in laid and wave and COVERWEIGHT plain edge,
in laid and wave).


International Paper COMPANY
PAPERS FOR PRINTING AND CONVERTING

220 East 42nd Street, New York 17, N.Y.